

Special Assistance to States for Capital Investment

*Development of Iconic
Tourist Centres to Global Scale*

Development of Suryalanka Beach Corridor as an Iconic Tourist Centre

State – Andhra Pradesh

Presentation to
Mission Directorate

24.10.2024

Contents

1. Clarity on Land Availability and statutory clearances for project
2. Existing Tourism Ecosystem
3. Connectivity Site
4. Project Concept and Rationale
5. Project Layout Plans and Visualizations
6. Project Impact & Value Created
7. Carrying Capacity Assessment
8. Sustainability Measures
9. Project Cost Estimate
10. Sustainable Operation & Management
11. Tourism Marketing Plan

Note:

- The presentation on each project (including replies to queries) should not exceed 10 Minutes
- Presentation should be made by State Officials (not consultant)
- Each State can present maximum 3 projects only as per priority



DEVELOPMENT OF *SURYALANKA BEACH CORRIDOR* AS AN ICONIC TOURIST CENTRE

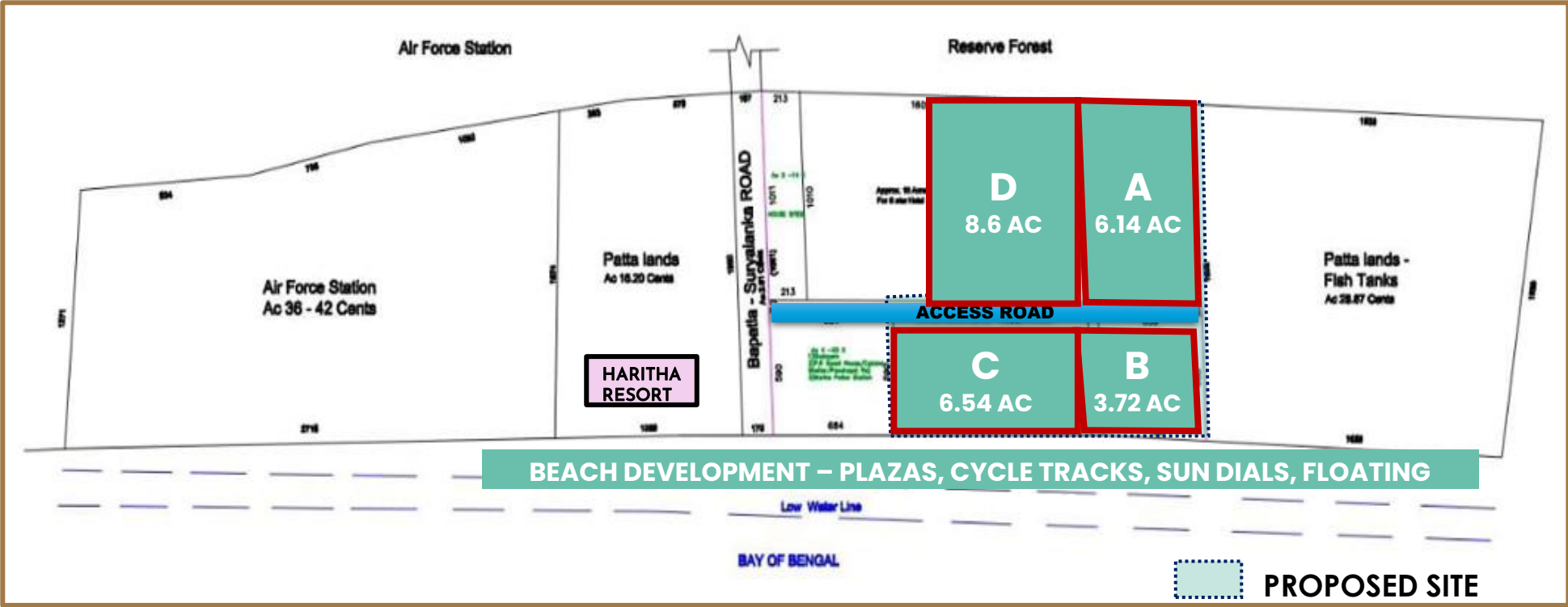


1. Clarity on Land Availability and statutory clearances for project

A. Availability of Land

About 25 acres of Land have been Identified for the proposed infrastructure development at Suryalanka Beach front, details are given below along with Survey numbers:

Sl. No	Land Parcels	Sy. No	Full Extent in Acres
1	A	547/3A3	6.14
2	B	547/3A7	3.72
3	C	547/3A6	6.54
4	D	547/3A2	8.6
	Total		25 Acres



1. Clarity on Land Availability and statutory clearances for project

B. NOC Applicability

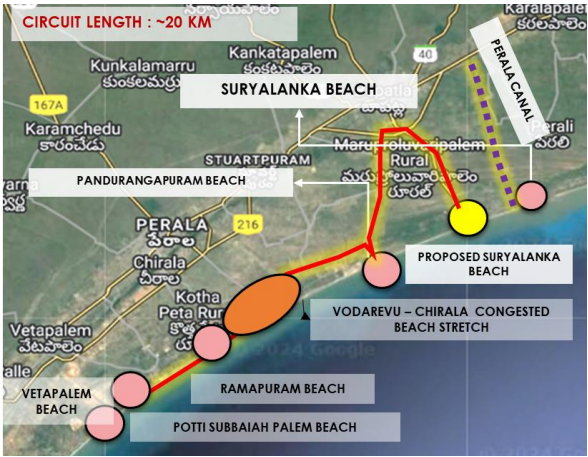
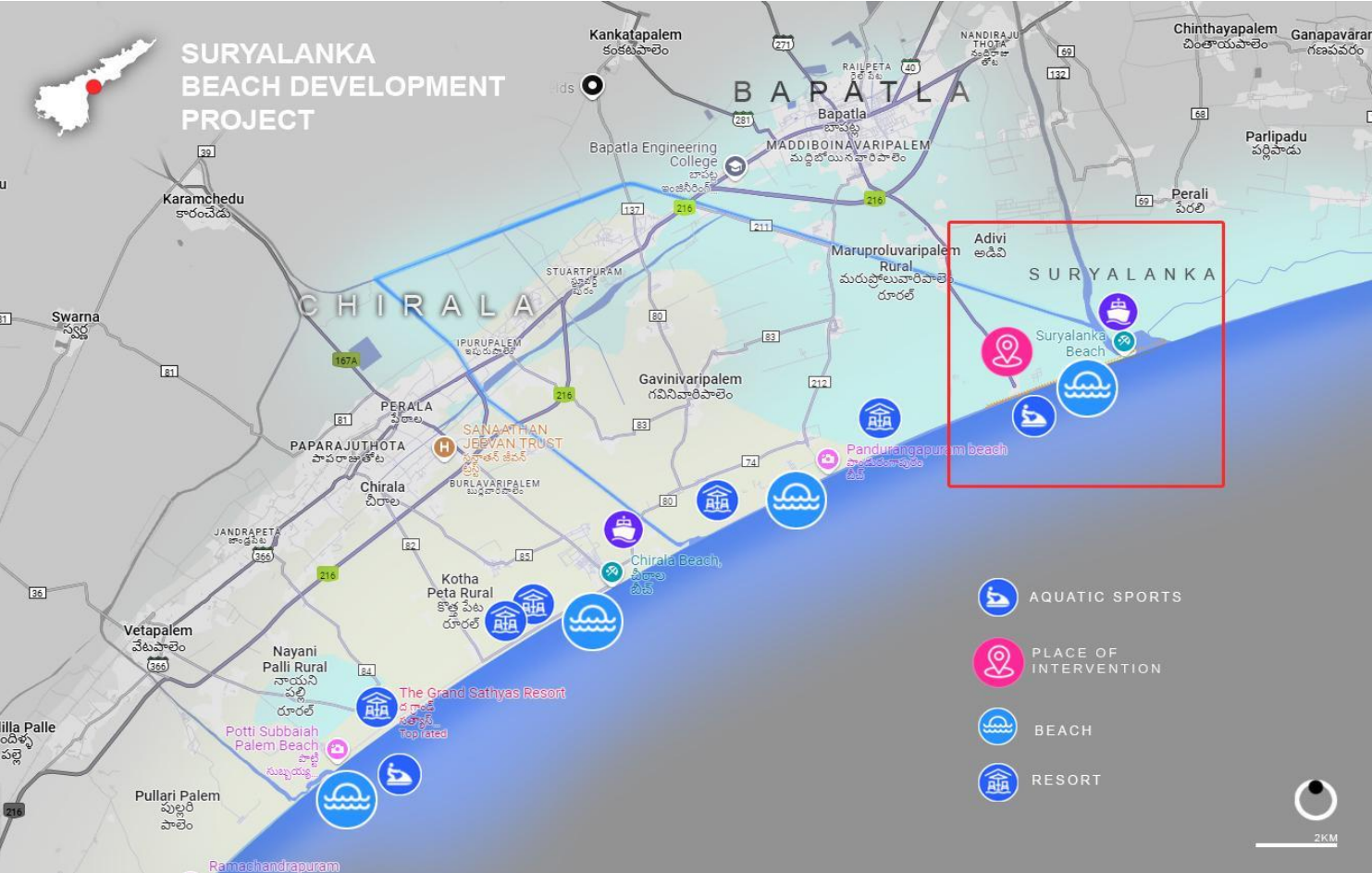
Pre-construction clearances applicable and documentary proof of the same:

S. No	Clearance type	Nodal Agency for providing clearance	Clearance/NoC Received (Y/N)	Approval Reference (documentary proof attached and date of approval)
1	Forest Clearance	Not applicable as the Site does not fall within forest area	NA	NA
2	CRZ Clearance	Andhra Pradesh Coastal Zone Management Authority (APCZMA)	NoC is in process from the CZMA for the project, ensuring that the proposed structures are beyond the required setbacks and that their heights strictly adhere to CZMA guidelines	Interventions proposed are as per the CRZ Guidelines
3	ASI Clearance	Not Applicable as the Site does not have any heritage importance	NA	NA

2. Existing Tourism Ecosystem

A. Tourist Attractions and USP

WHOLE TO PART: LARGER 20 KM STRETCH TO 5 KM STRETCH



EXISTING ASSETS

S. NO	TOURISM ASSET	UNIQUE OFFERING
Hero/ Primary Attractions		
1	Beachfront	Clean sandy beach with gentle waves - ideal for relaxation
2	Sunrise and Sunset Views	Spectacular views for photography
Secondary Attractions		
1	Haritha Beach Resort	Beachfront Resort offers quality accommodations and dining
2	Bapatla Town	Religious and historical significance including local attractions like the lighthouse
3	Nearby Temples	Beach in proximity to various temples of which Bhavanarayana Swamy Temple holds major religious significance
Activities to do/ Experiences		
1	Swimming and Beach Walks	Creates thrilling experience amidst calm waters & long stretches of sand
2	Beach Sports and Camping	Potential for volleyball, frisbee, and overnight camping

2. Existing Tourism Ecosystem

B. Proposal supports development of an alternate destination addressing issue of decongestion at major destination

- Suryalanka Beach is an emerging coastal destination known for its tranquil environment, scenic beauty, and proximity to urban centers.
- It connects with Chirala, Vodarevu, Ramapuram, Pandurangam, Subbayyapalem, and Vetapalem beaches, forming an "Ecstatic Beach Corridor" ideal for tourists seeking diverse beach experiences.
- ***However, Chirala-Vodarevu Beachfront stretch which is about 10 kms from Suryalanka Beach houses abundant High-end (10 Nos) and Mid-segment Resorts (50 Nos) along the fringes of the beach witnessing large footfalls leading to congestion. Furthermore, the exciting water sport activities and fishing options at these Tourist Cottages/resorts adds to the congestion and disturbs the serenity of the area.***
- **In order to address the congestion and enhance the visitor experience as a whole, it is proposed to create additional "Activity Zone" along the beachfront little away from this congested area so as to increase the accessibility of the beach, lower the density and disperse the tourists across the beach.**
- This will not only mitigate the congestion problem, but also enables the visitor to access various prominent nodes along the beachfront. Currently, the region is majorly attracting domestic segment and to draw International tourists also, an Iconic project with world class facilities have to be created.
- **In view of the above, it is proposed to develop Suryalanka Beach as an extension of the Beachfront with Iconic elements so as to attract the tourists/visitors and decongest the Chirala-Vodarevu beach stretch.** Suryalanka Beach with its golden sands, calm waters, and picturesque sunrises holds an immense potential to be developed as an exotic Beachfront Destination with World-class Amenities so as to attract Tourists from across the Globe.

3. Connectivity



S. No	PARTICULAR	DISTANCE (KM)	TRAVEL TIME
Airport			
1	Vijayawada	110	Around 3 Hours
Railway Station			
1	Bapatla	10	Less than 0.5 Hours
2	Chirala	22	Less than 1 Hour
3	Tenali	56	Less than 2 Hours
4	Guntur	61	Around 2 Hours
5	Vijayawada	92	Around 2 Hours
Bus Station			
1	Bapatla	10	Less than 0.5 Hours
2	Chirala	22	Less than 1 Hour
3	Tenali	56	Less than 2 Hours
4	Guntur	60	Around 2 Hours
5	Vijayawada	92	Around 2 Hours
Highway			
1	Bapatla National Highway: NH 216	10	Less than 0.5 hours

4. Project Concept & Rationale

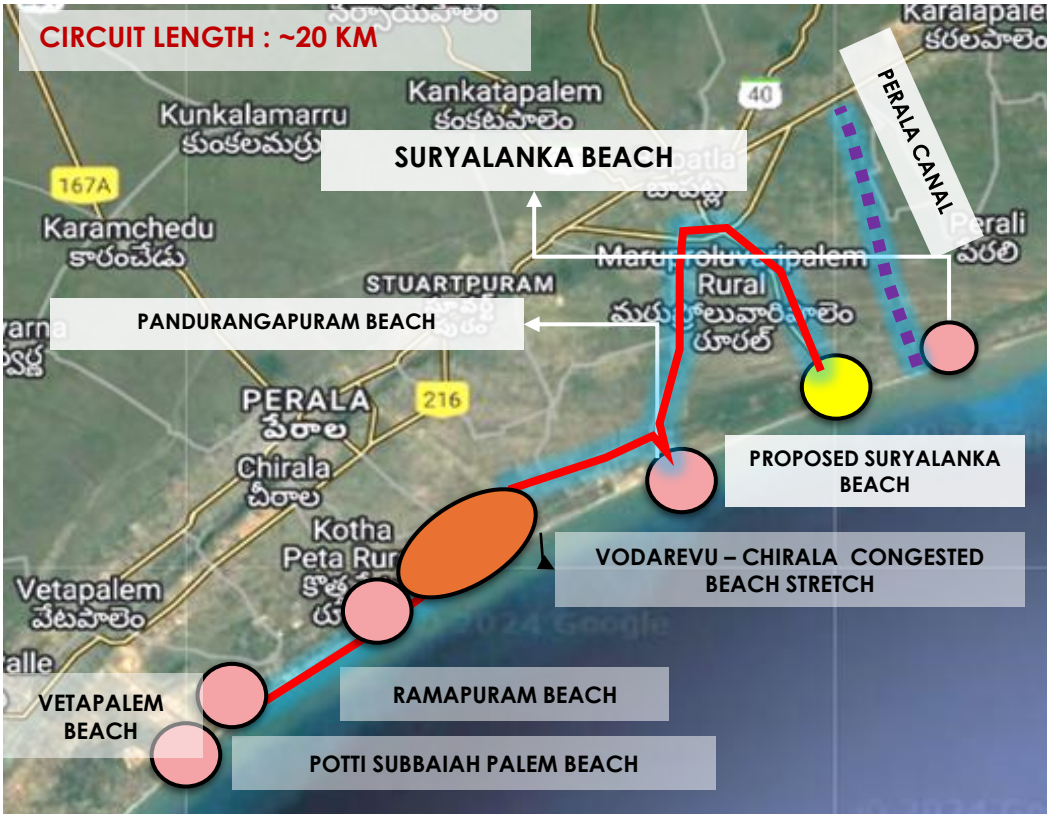
A. Project description, central idea & rationale

- Given the high tourism potential of the location, the proposed Suryalanka Beach Development Project **aims to create a vibrant, multi-functional destination that blends modern amenities with rustic landscape, fostering both relaxation and recreation.**
- This development is focused on providing an enhanced and memorable experience to the tourists by **integrating luxury activities, infrastructure, and innovative design elements that capitalize on the beach's pristine environment and cultural significance.**
- The project will introduce a variety of features, such as **plazas for gatherings, edge spaces, cycle tracks, and art installations, transforming Suryalanka Beach into a Global Iconic Retreat** for diverse tourism products such as outdoor festivals, water sports, and leisure activities.
- Alongside the beach, the development will offer comfortable luxury accommodation with authentic dining options, making it more attractive, accessible and sustainable tourist destination. The inclusion of an iconic structure and recreational zones will add aesthetic and functional value, further promoting tourism growth in the area.

4. Project Concept & Rationale

B. Project Site

LOCATION



4. Project Concept & Rationale

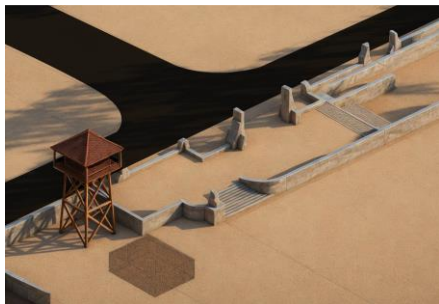
PROPOSED SITE FOR DEVELOPMENT: A CLOSER LOOK

B. Project Site



Edge, Gateways, Plazas for gatherings, kite and Art festivals, Pontoons, cycle track along the 5KM stretch

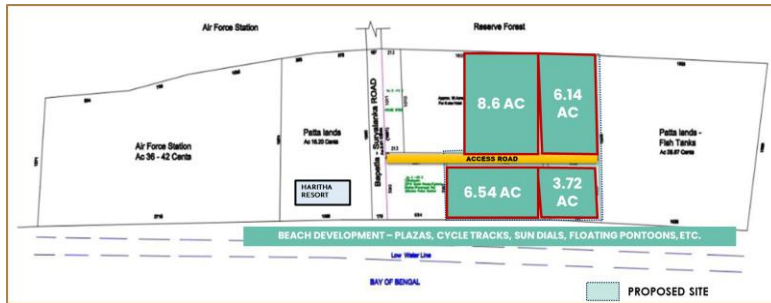
S. No	Major Festivals/ fairs or Events	Theme	Dates	Footfalls
1	BEACH FESTIVAL	Celebration of local culture	Typically in January	Estimated around 5,000+
2	Kite Festival	Traditional kite flying event	Around Sankranti (January)	Around 3,000 - 4,000 visitors



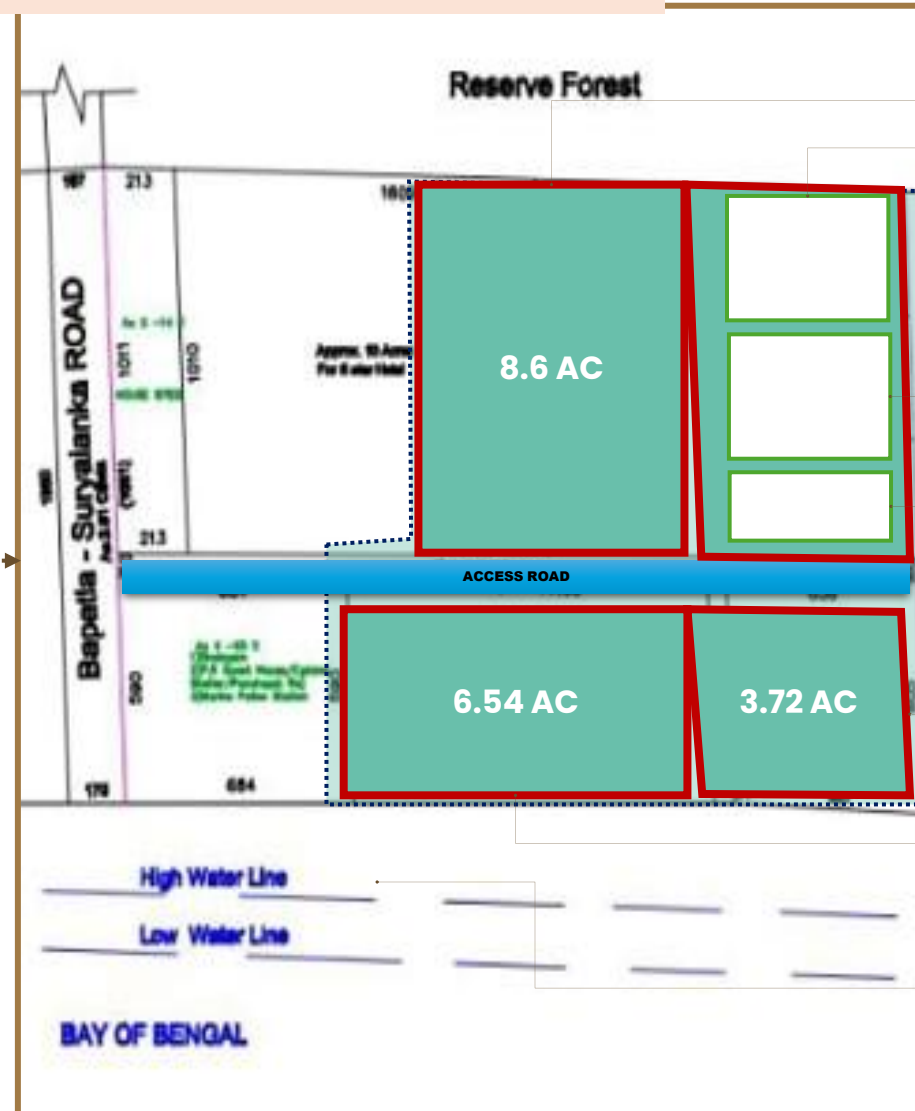
4. Project Concept & Rationale

B. Project Site

PROPOSED SITE FOR DEVELOPMENT: A CLOSER LOOK



- **Hotels:** Plan includes development of eco-friendly accommodation options along beachfront, catering to tourists and visitors.
- **Iconic Structure:** A central landmark or architectural element that will likely serve as a key attraction and landmark of the beach development.
- **Sailing Club:** Inclusion of water-based sports facility and promoting recreational water based activities like sailing.



5 STAR HOTELS

2 AC - 3 STAR HOTEL

2 AC - 3 STAR HOTEL

PARKING

SAILING CLUB &
AQUA SPORTS - 3.7
AC

ICONIC SITE - 6.5 AC

BEACH DEVELOPMENT - PLAZAS, CYCLE
TRACKS, SUN DIALS, FLOATING PONTOONS, ETC.

4. Project Concept & Rationale

C. Proposed Interventions

The Suryalanka (Surya, i.e., Sun and Lanka, i.e., island) beach, renowned for its intricate symbolic connection with the Sun, is mythologically considered to be a place where Sun God came down for penance. In present times, this beach is renowned for its spectacular sunrises and sunsets, and the special ways in which the sun is reflected off its waters. Keeping the Sun God, special features of the place and Suryalanka folklore intact, the team has conceptualised the design proposal.

- The proposed concept shall be based on complete immersive experience of the scientific and mythological aspects of the Sun along with the focussed development of the 5 km stretch of the Suryalanka beach.
- The interventions proposed are meticulously **designed blending the mythology, the science and the natural beauty, duly ensuring that the beach becomes a hub of cultural and recreational activities offering distinctive and immersive experience for visitors.**

4. Project Concept & Rationale

C. Proposed Interventions

DIVERSE EXPERIENCES FOR TRANSFORMING
SURYALANKA BEACH CORRIDOR AS AN

ICONIC TOURIST CENTRE

1

ICONIC STRUCTURE ON
BEACH: MYTHICAL
SOLAR PARK &
CONVENTION CENTRE

DIAMOND SHAPED EXHIBITION
& MEDITATION HALL, 450
CAPACITY CONVENTION HALL,
MOTION SIMULATED 3D
THEATER WITH CURVED SCREEN
AND ENVIRONMENTAL
EFFECTS, DOME THEATER, VR
MOTION SIMULATED THEATER,
THE SOLAR MAGIC MAZE,
INTERPRETATION CENTER AND
CONTEXTUAL LANDSCAPING.

2

SAILING
CLUB

NEXT TO THE
ICONIC
STRUCTURE ON
SITE ALONG AND
AQUATIC PARK
WITH WATER
SPORTS.

3

BEACH STRETCH
BICYCLE TRACK
INTEGRATED WITH
PLAZAS FOCUSED
ON SUN THEME

(SOLAR DIALS, SUNRISE &
SUNSET VIEWING FRAMED
VIEWING POINTS) (IN 5 KM
STRETCH COVERING
SURYALANKA BEACH,
STARTING FROM SURYALANKA
HARITHA RESORTS TO
SURYALANKA BACKWATERS
AREA WHERE THE PERALA
CANAL JOINS THE SEA, WHERE
NO MOTORABLE ROAD EXISTS)

4

BACKWATER
RIVER CRUISE
& FLOATING
RESTAURANT

FROM PERALA
CANAL UPTO
MOUTH OF SEA
AT SURYALANKA
BEACH.

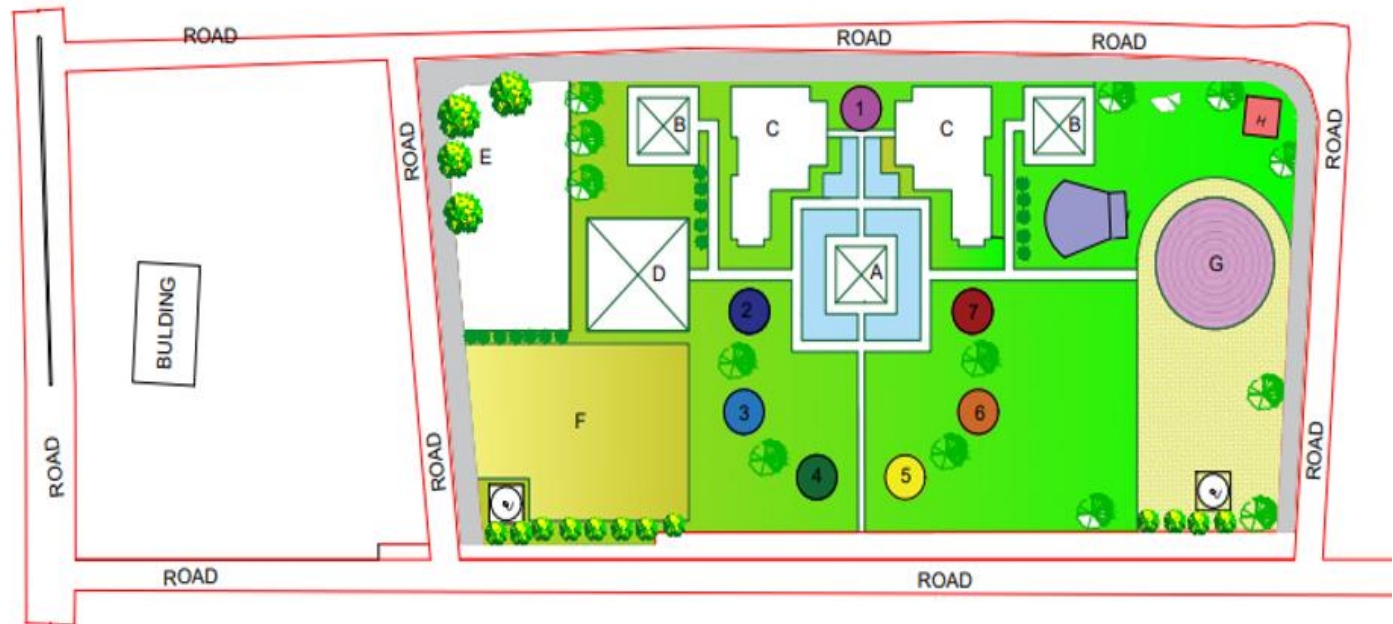
5

FLOATING
PONTOONS

TO THE SEA
FROM RESORTS
AND FROM
SAILING CLUB.

5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE



LEGEND:

- A - Main pyramidal block (Meditation & Exhibition Hall)
- B - Secondary pyramidal block (AR/VR & Solar Mythology)
- C - Interactive Gallery & Interpretation Center
- D - Conventon Center
- E - Parking
- F - Lawn
- G - Solar System Theme Maze
- H - Mini Sun Temple
- I - Space Theatre
- J - Time Measuring Sun Dail
- 1-7 - Symbolic Landscape Elements of 7 Horses of Sun God

AREA	GROUND COVERAGE	BUILTUP AREA
Main Pyramidal Block	225.00	450.00
Exhibition & Meditation		
AR/VR	225.00	225.00
Solar Mythology.	225.00	225.00
Interactive Gallery	881.48	881.48
Interpretation center	881.48	881.48
Conventon Center	900.00	1800.00
Parking	3097.60	-
Solar System Theme Maze	962.11	962.11
Mini Sun Temple	103.36	103.36
Space Theatre	334.67	334.67
Time Measuring Sun Dail	63.48	63.48



SITE AREA: 6.54 AC

- Central diamond being symbolic of **Sun's chariot**, **7 horses pulling the chariot** are actually **7 colors of the VIBGYOR spectrum**, i.e. visual light spectrum which emanates from Sun.
- Subtly with appropriate landscape interventions the **seven horses are denoted with different hues and colors** and forms of landscape.
- Two secondary diamonds flanking sun's chariot are that of **Danda & Pingale, Sun's attendants**.

5. Project Layout Plans and Visualizations

1. *ICONIC STRUCTURE*



5. Project Layout Plans and Visualizations

1. *ICONIC STRUCTURE*

DIAMOND SHAPED MEDITATION & EXHIBITION OF SOLAR SYSTEM: Diamonds shine brightest in Sun.

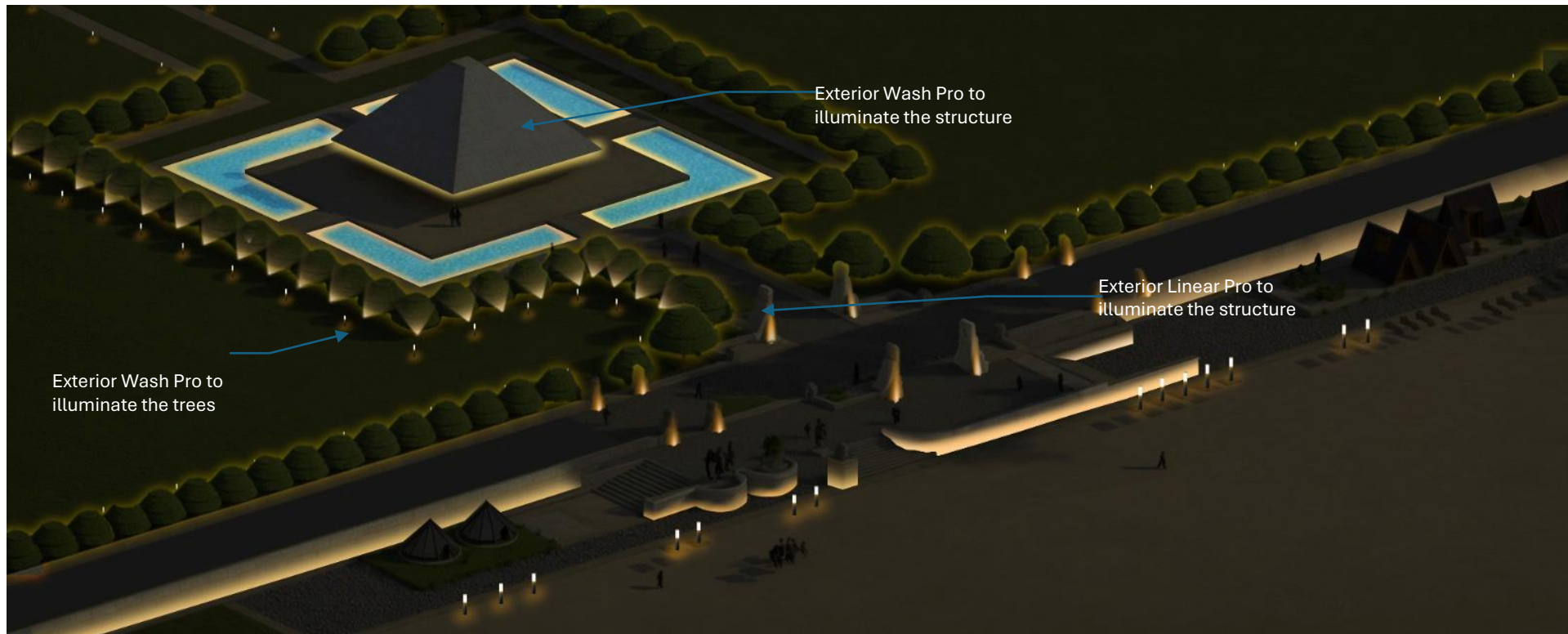
Different Alternate Visualisations
of Diamond Shaped Iconic
Structure using sustainable
measures like green walls
& solar panels



5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

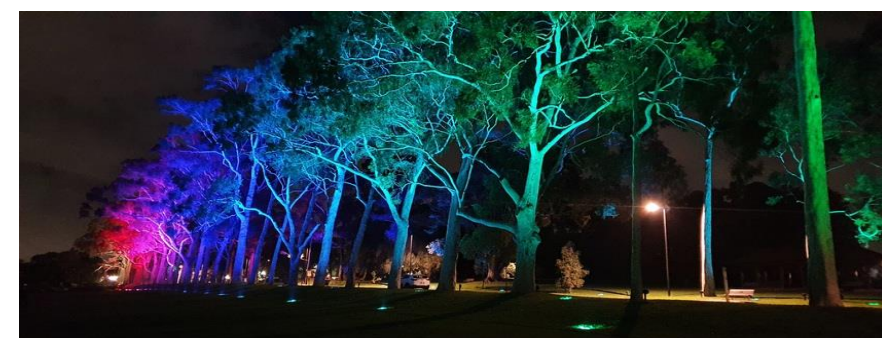
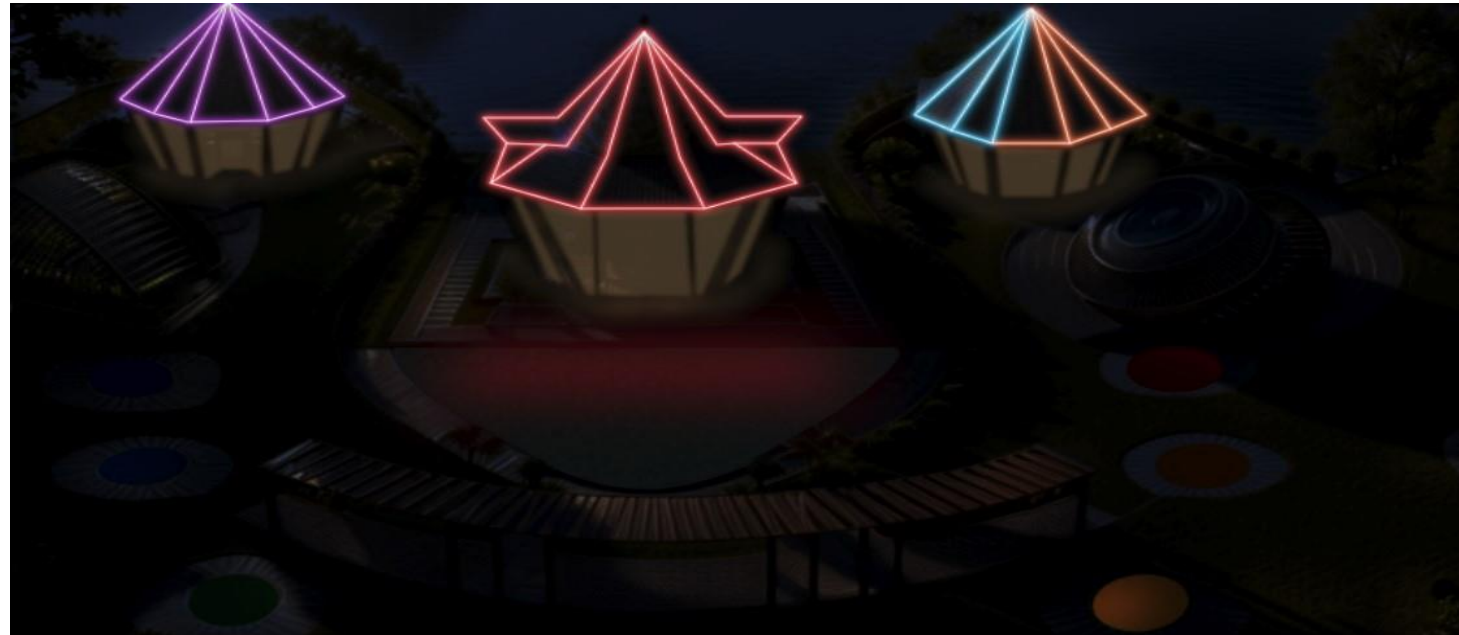
- Soft, energy efficient RGBW Wash lights illuminate the architectural features at the site.
- Good lighting has a calming effect on the viewers /visitors at the beach & hotel
- Architectural features of the site with LED Exterior wash/grazers that have ability to change colours as per schedule / program, offers unique perspective to the development



5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

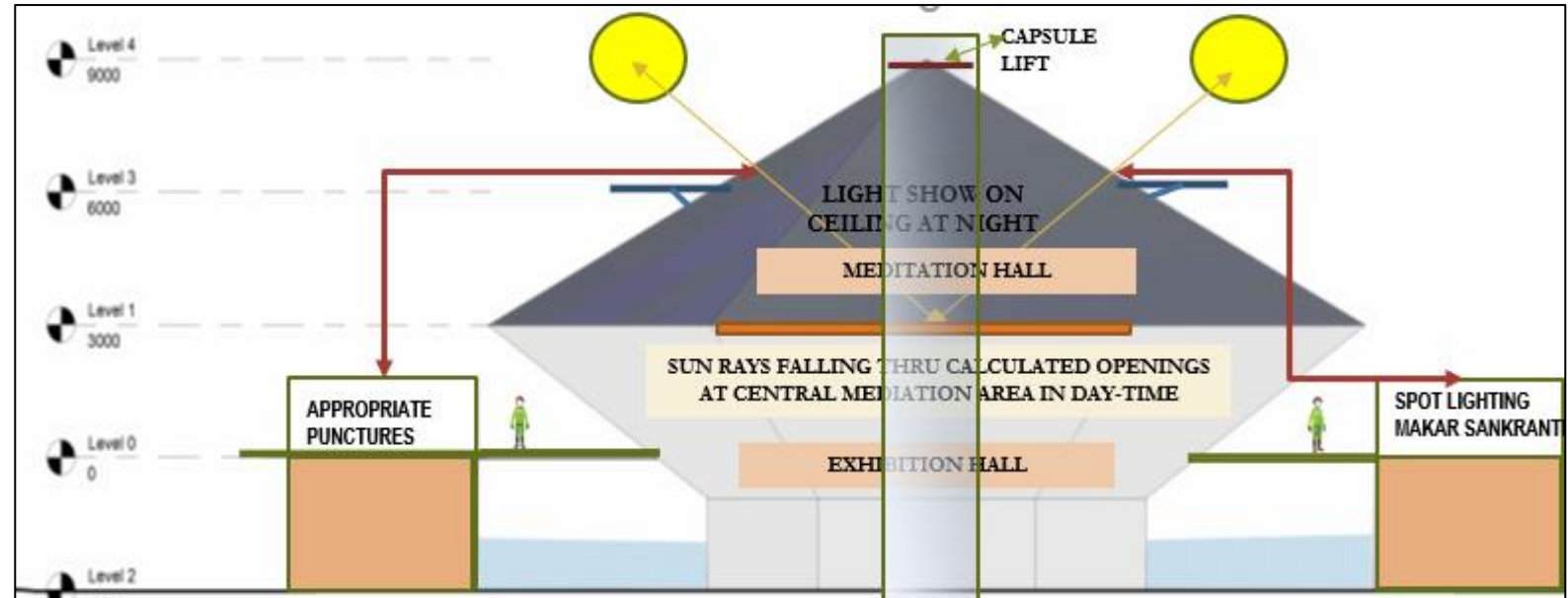
Diamond structure will be lit up with Exterior Linear Direct View Smooth Glare Free Lighting to create contour lighting and bring out its unique shape.



5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

1. Outer shell of RCC,
2. Polycarbonate Panels,
3. Photovoltaic Glass,
4. ETFE (Ethylene Tetrafluoroethylene)
5. FRP (Fibre-Reinforced Plastic)



5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

MOTION SIMULATED 3D
THEATER
WITH CURVED SCREEN
AND ENVIRONMENTAL
EFFECTS



1. **Concept** : "Surya with the Navagrahas Battles"
2. **Description**: Immerse in a cosmic battle where Surya, the Sun God, and the Navagrahas face the Asura brothers, Sunda and Upasunda. This high-energy show blends motion simulation with immersive 3D projection technology.
3. **180-Degree Curved Screen**: A panoramic screen wraps around the audience, placing them in the center of the celestial clash.
4. **Motion Seats**: Synchronize with the visuals and sound, moving with the action to simulate flight or battle impacts.
5. **Environmental Effects**: Heat, Wind, Vibrations, Lighting Etc.

DOMESTIC
THEATER



1. **Concept** : "The Surya Sphere: A Cosmic Symphony"
2. **Description**: Embark on a celestial journey from Surya's Sun Temple, exploring the solar system & beyond. This theater offers an immersive cosmic experience, showcasing the wonders of the universe through 360-degree visuals & narration
3. **360-Degree Dome Screen**: Dome envelops the audience, creating the sensation of traveling thr' space & witnessing cosmic events from all angles.
4. **High-Definition Visuals**: Stunning HD projections bring solar flares, star formations, and other cosmic phenomena to life.
5. **Sound & Narration**: Engaging narration and an atmospheric soundtrack enhance the emotional impact, explaining cosmic science and Surya's mythology.

5. Project Layout Plans and Visualizations

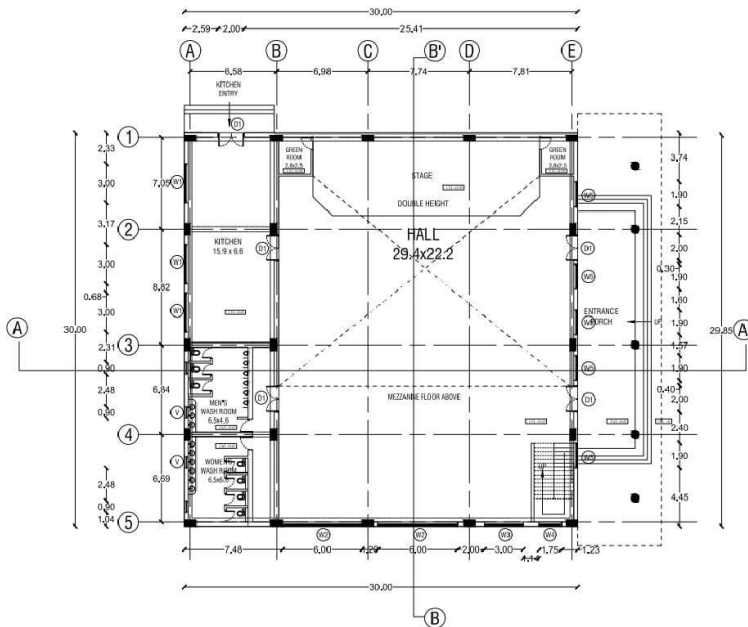
1. ICONIC STRUCTURE

VR MOTION SIMULATED THEATER



- 1. Concept :** "Surya and Hanuman"
- 2. Description:** Join Lord Hanuman on a thrilling virtual reality adventure . This immersive experience combines motion simulation and VR technology.
- 3. VR Headset:** High-definition VR headsets place visitors in the skies
- 4. Motion Seats:** Seats synchronized with the VR visuals move, tilt, and vibrate to simulate flying.
- 5. Dynamic Visuals & Sound:** Vibrant visuals & ambient soundscape bring the mythological journey to life.

CONVENTION CENTRE



CONVENTION HALL - GROUND FLOOR PLAN



CONVENTION HALL - ELEVATION

450 CAPACITY WITH OPEN LAWNS INFRONT & SEA VIEWS

THE MAGIC MAZE

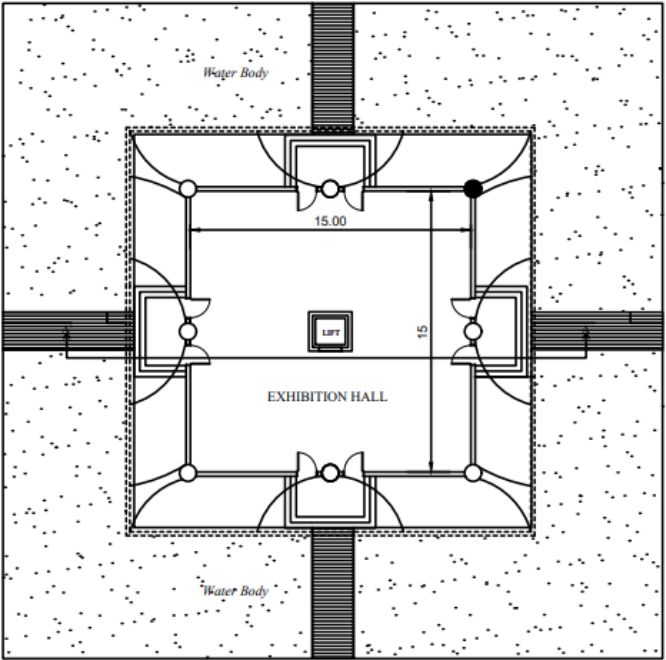


- 1. Concept :** " The Sun's Labyrinth"
- 2. Description:** Explore "The Sun's Labyrinth," an maze inspired by Surya's rays and the solar system.
- 3. Maze:** A solar system-inspired layout with paths resembling Surya's rays, leading visitors through celestial bodies and phenomena.
- 4. Celestial Stations:** Engaging stations showcase solar flares, eclipses, and planetary alignments, offering educational insights.
- 5. Mythological Tales:** Discover legends about Surya and solar deities through plaques, audio, and visual displays.

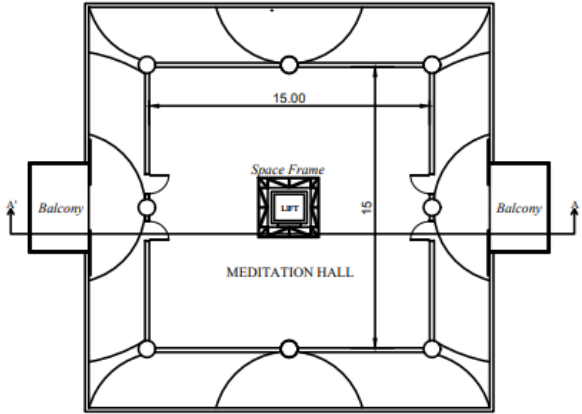
5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

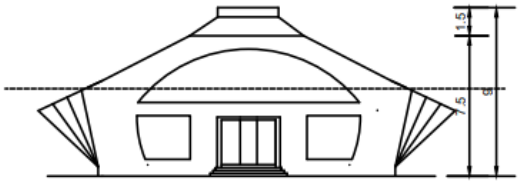
MAIN ICONIC DIAMOND SHAPED BUILDINGS ON ICONIC SITE



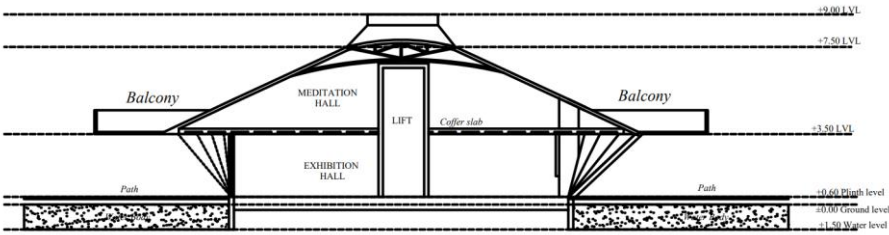
GROUND FLOOR PLAN –



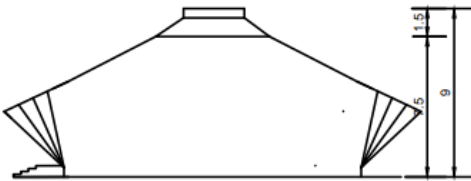
FIRST FLOOR PLAN –



FRONT ELEVATION



SECTION AT AA'



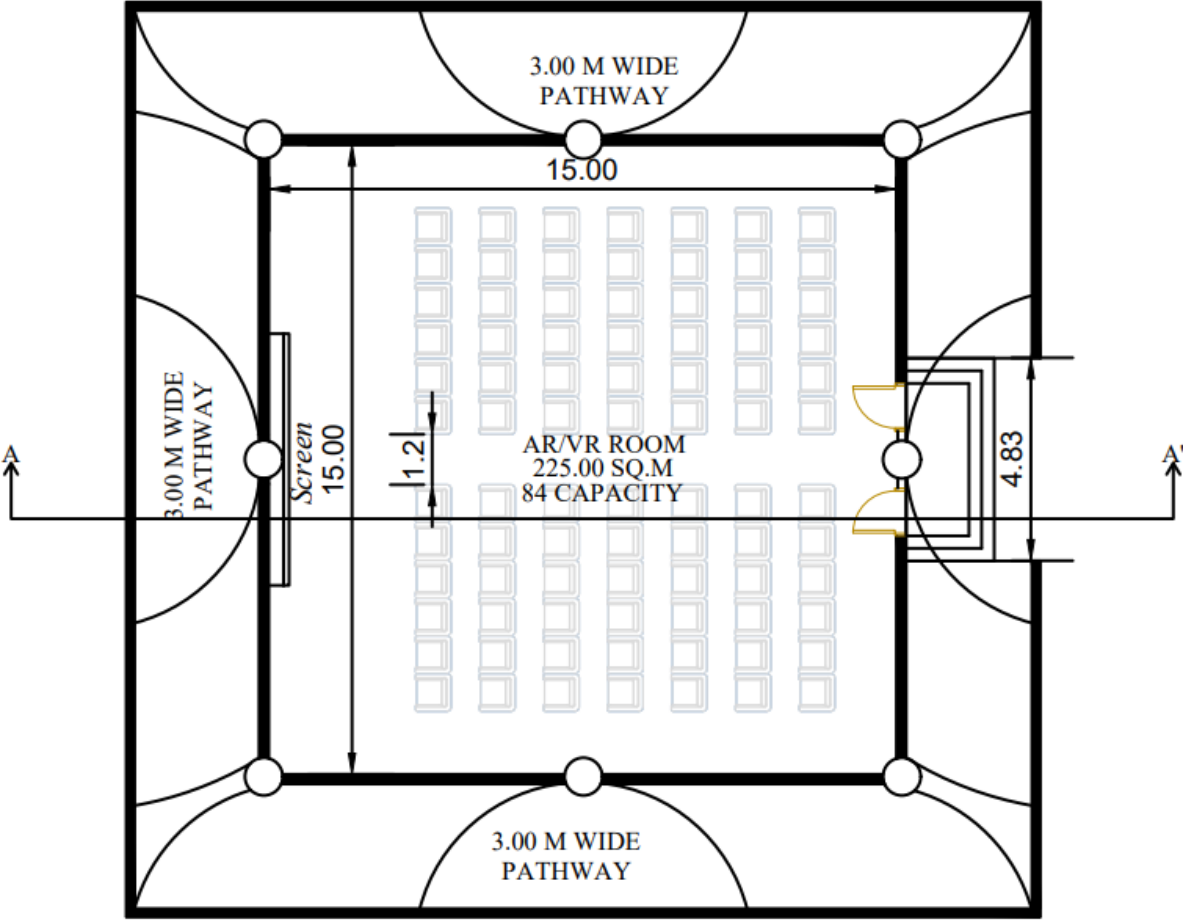
SIDE ELEVATION



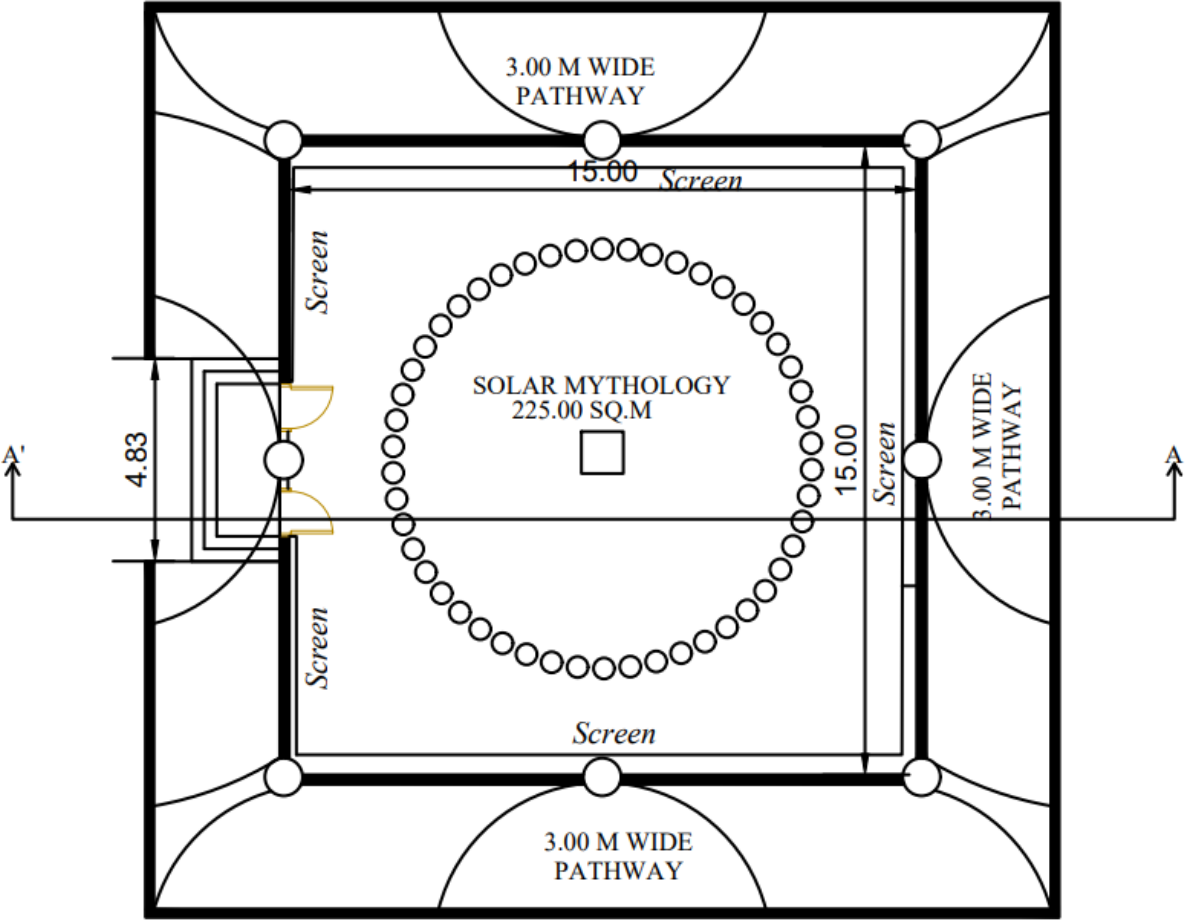
5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

MAIN ICONIC DIAMOND SHAPED BUILDINGS ON ICONIC SITE



AR/VR ROOM FLOOR PLAN

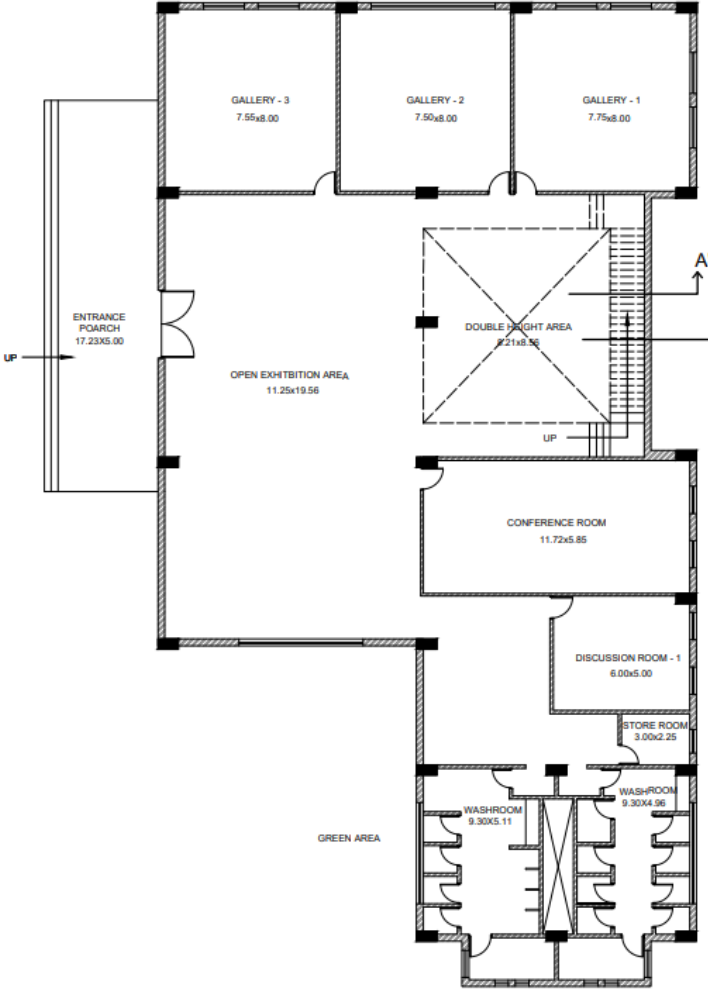


SOLAR MYTHOLOGY ROOM

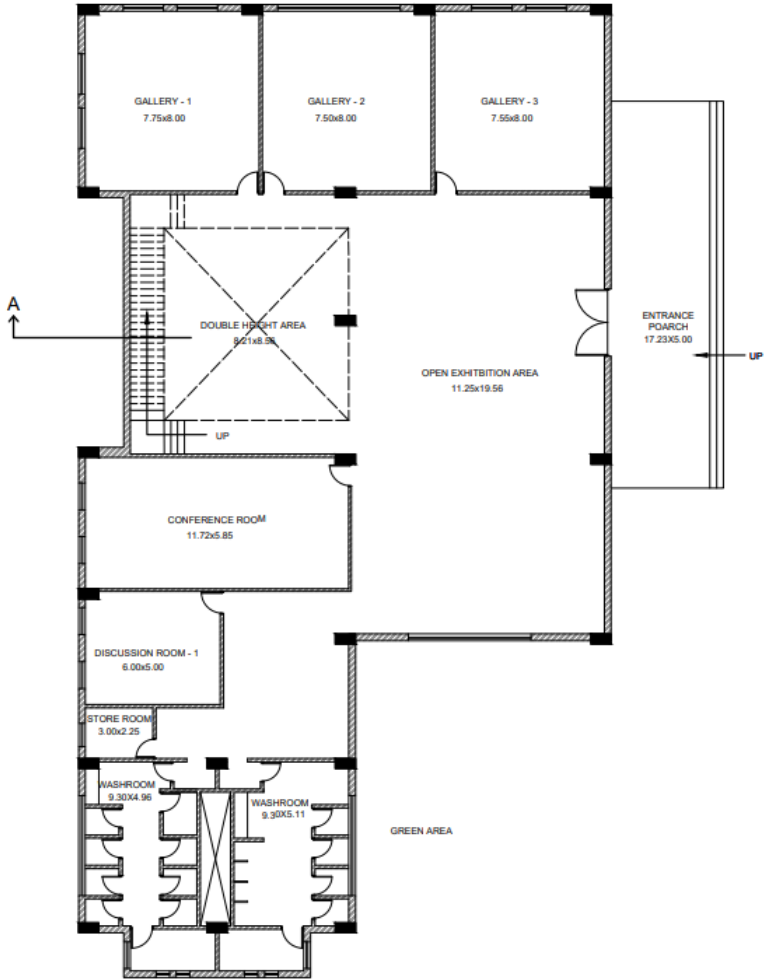
5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

INTERPRETATION CENTRE/INTERACTIVE GALLERY ON ICONIC SITE



FLOOR PLAN INTERPRETATION CENTRE

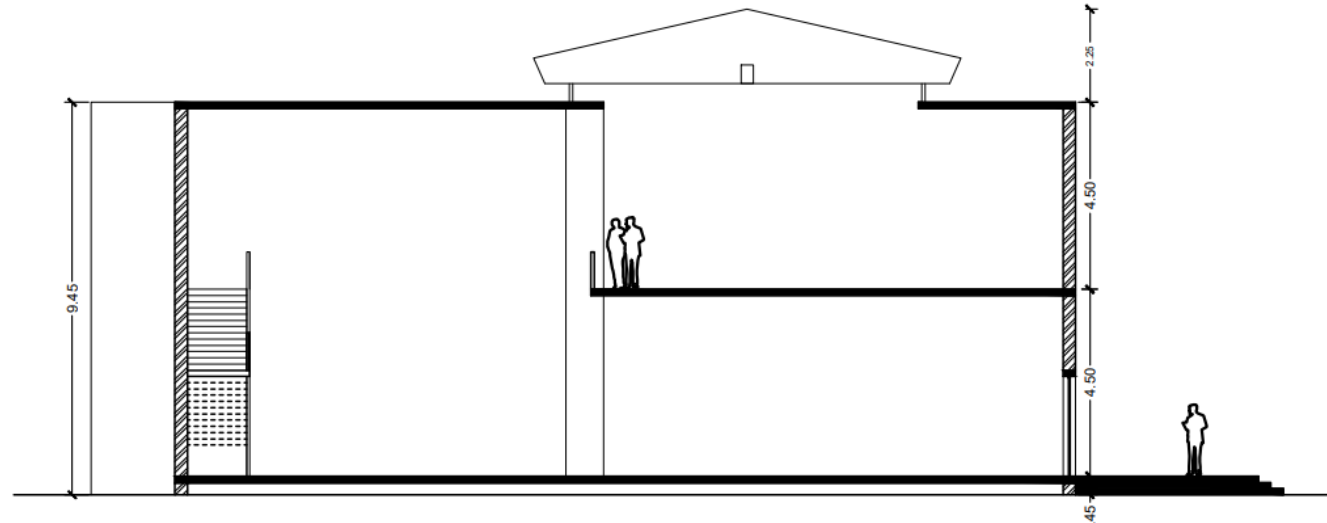


FLOOR PLAN INTERCATIVE GALLERY

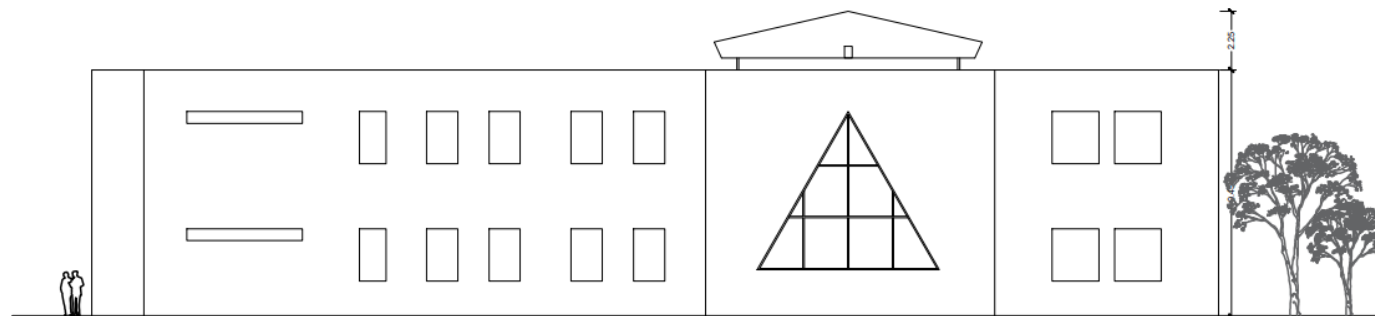
5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

INTERPRETATION CENTRE/INTERACTIVE GALLERY ON ICONIC SITE



INTERPRETATION CENTRE – SECTION AT A

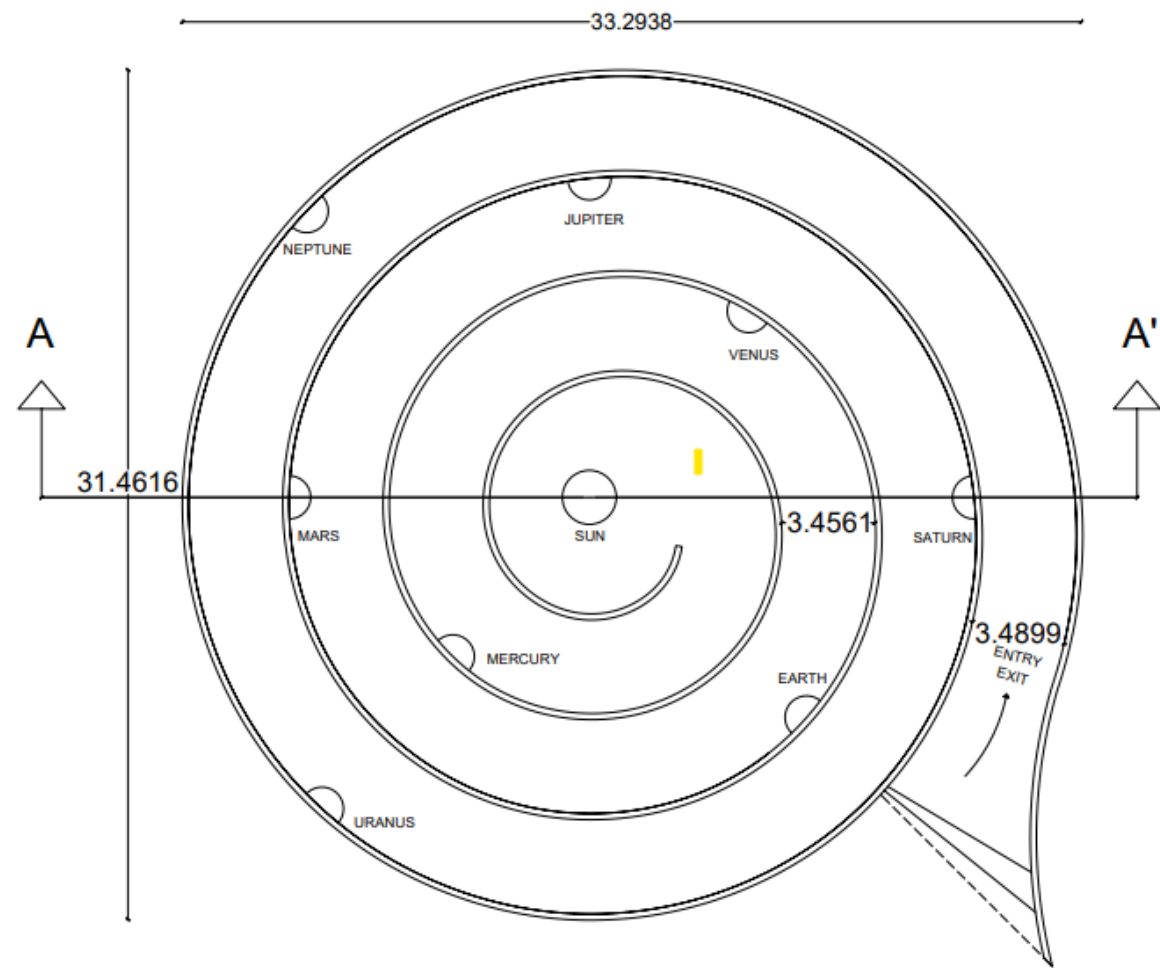


INTERPRETATION CENTRE – EAST ELEVATION

5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

SOLAR MAZE ON ICONIC SITE

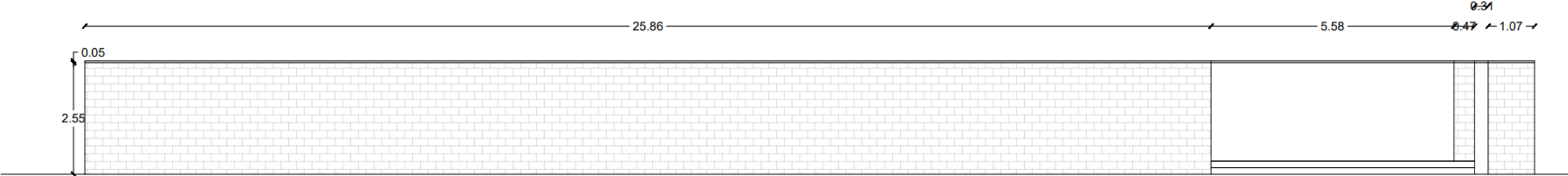


SOLAR MAZE - PLAN

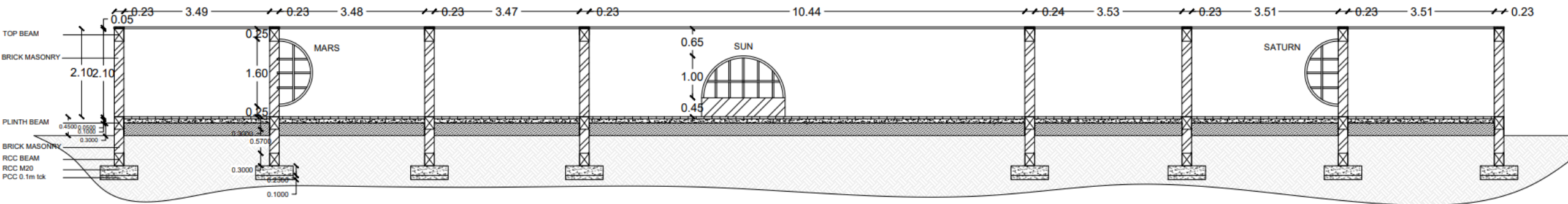
5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

SOLAR MAZE ON ICONIC SITE



SOLAR MAZE – ELEVATION



SOLAR MAZE – SECTION AT AA'

5. Project Layout Plans and Visualizations

1. ICONIC STRUCTURE

INTERPRETATION CENTRE

INTERACTIVE DIGITAL WALL



Visitors can explore a touch-responsive digital wall with immersive stories and facts about sun mythology and solar science.

THE MAGIC BOOK



This magic book reveals stories & visuals about the sun's significance, with animations and sound effects activated by tapping

VR EXPLORATION



Enter a virtual reality experience that brings visitors up close to the sun, revealing its contours, layers, and dynamic features.

MULTI-TOUCH TABLE



This platform allows groups to conduct hands-on solar experiments by touching digital objects, promoting teamwork.

SEAMLESS VISUAL SEEKER



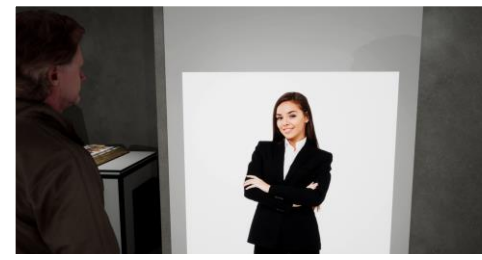
A high-tech display guides visitors through solar phenomena, allowing interactive exploration of the sun's narratives.

ART 2 LIFE



An innovative setup combines two TVs with projection mapping, merging solar science and mythology into an engaging narrative.

ANIMATED PRESENTER



Virtual presenter that interacts with visitors, offering guided tours and personalized insights about the exhibits.

ILLUSTRATION PROJECTION



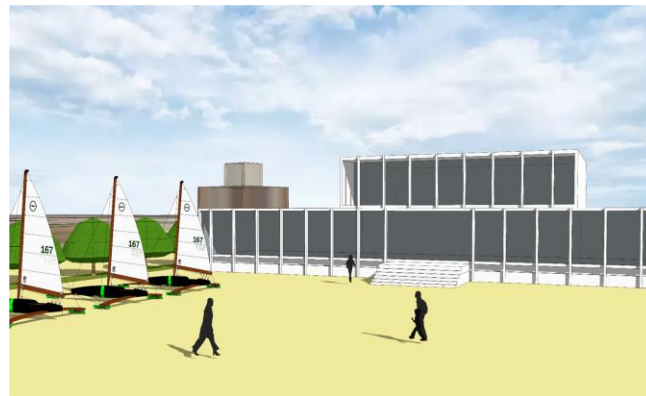
This activity animates solar events through projected illustrations, bringing stories to life with engaging visuals.

5. Project Layout Plans and Visualizations

2. SAILING CLUB

SAILING CLUB VIEWS

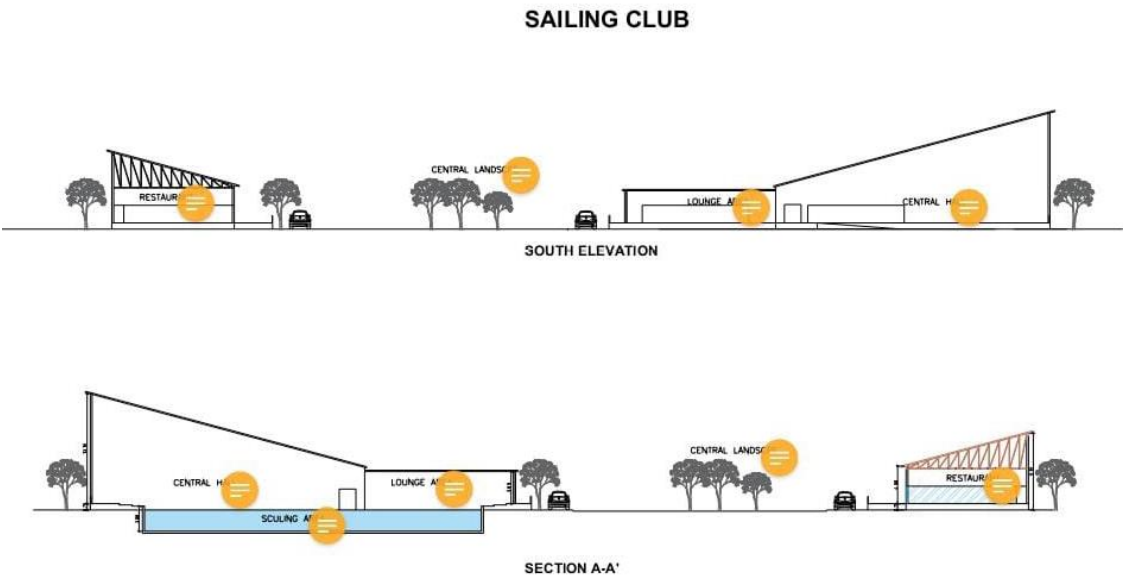
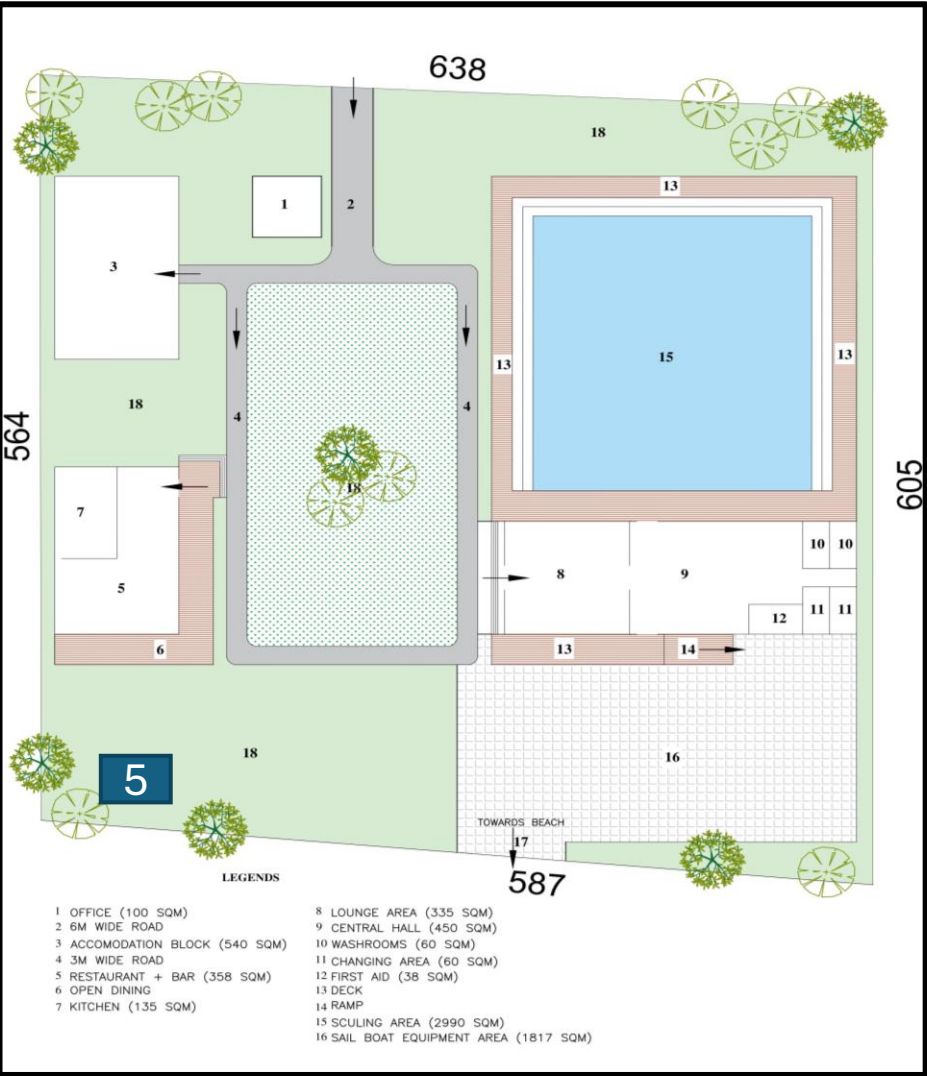
PLACED AT 4 AC SITE NEXT TO ICONIC STRUCTURE SITE. OFFERS BREATHTAKING SEA VIEWS AND WILL HAVE ALL FACILITIES LIKE RESTAURANTS, CHANGING ROOMS, RESTING ROOMS, WASHROOMS, LOUNGE AREAS, FIRST AID, ALL SERVICES, LAWNS.



5. Project Layout Plans and Visualizations

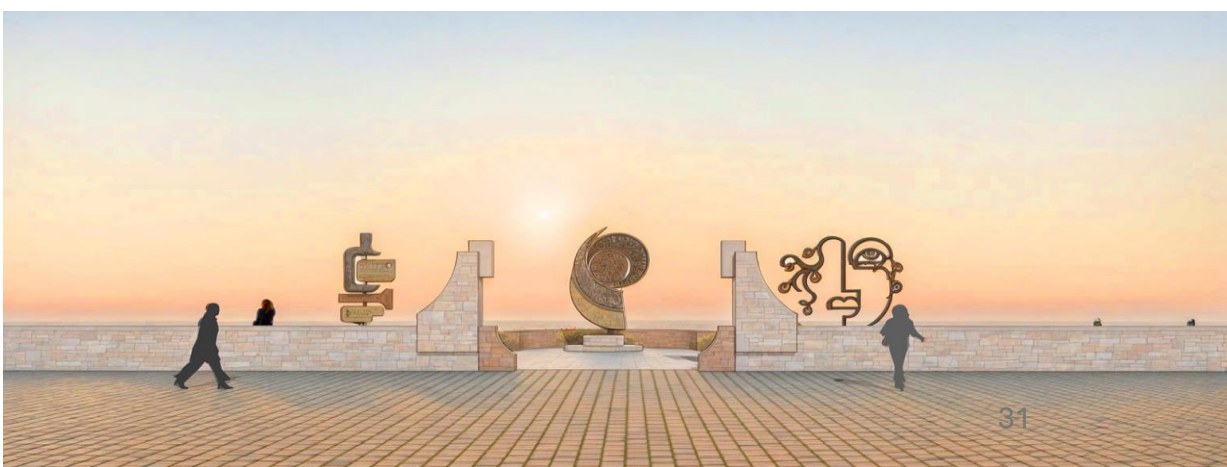
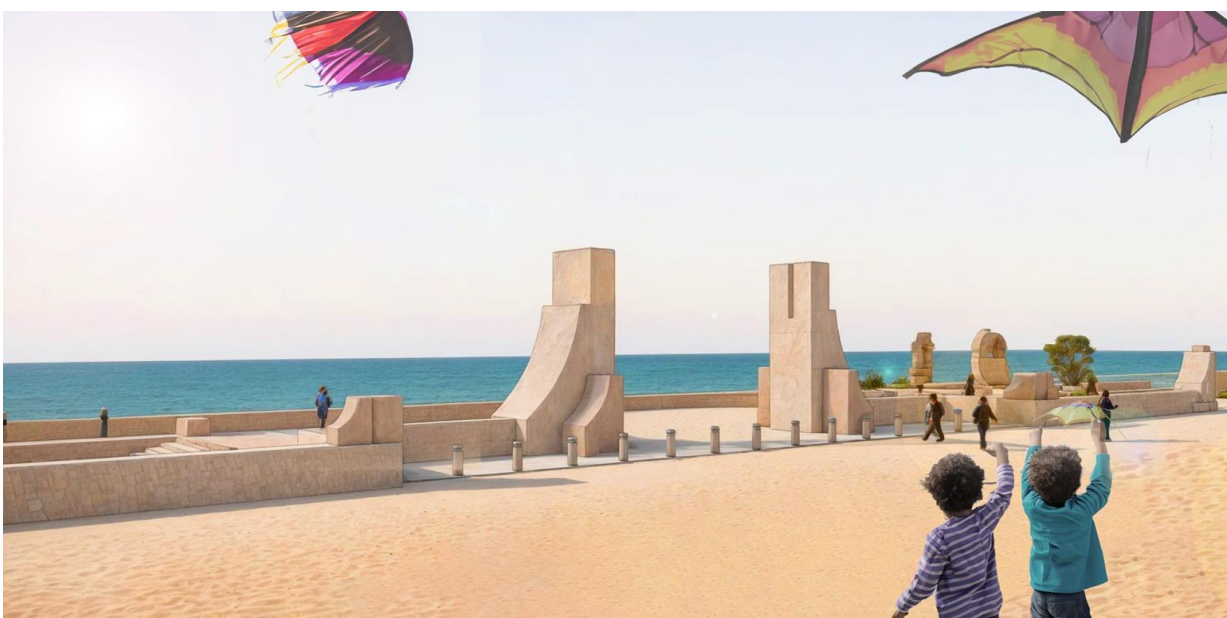
2. SAILING CLUB

SAILING CLUB PLANS AND VIEWS



5. Project Layout Plans and Visualizations

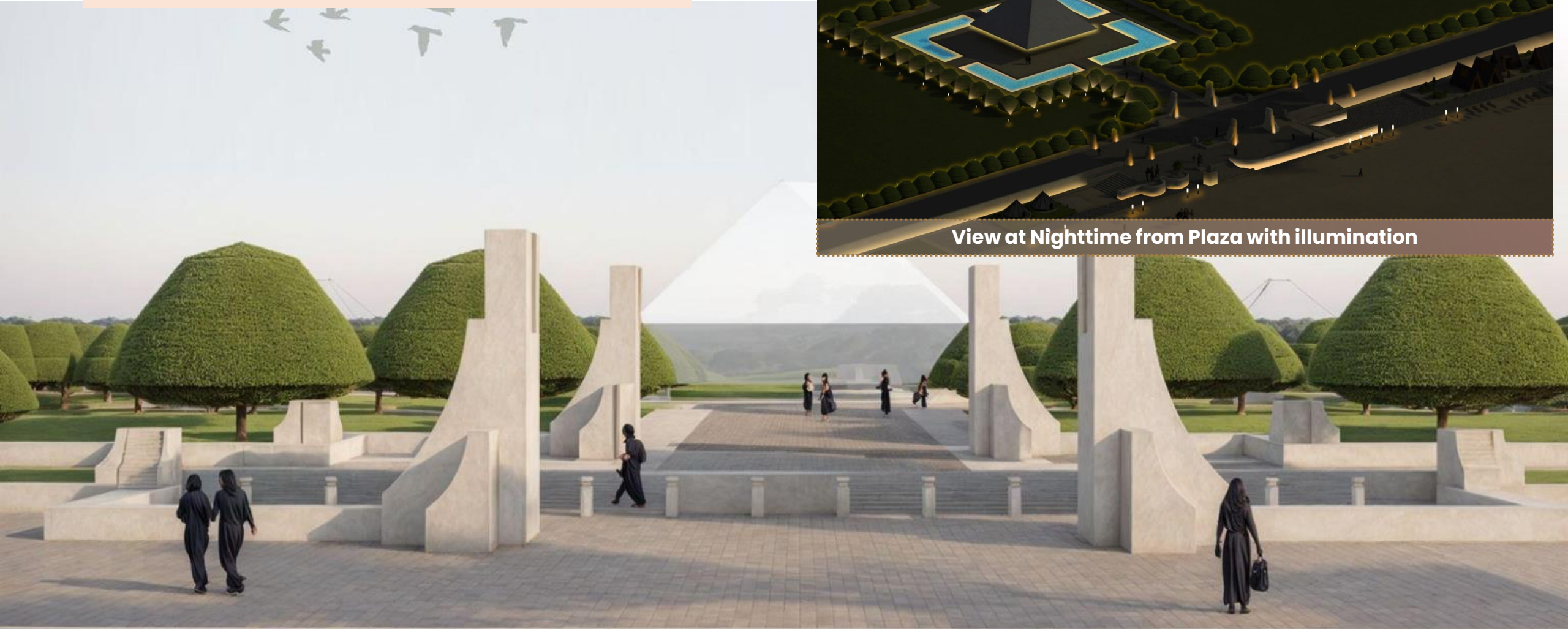
3. BEACH STRETCH DEVELOPMENT



SUN DIALS ON THE BEACH

5. Project Layout Plans and Visualizations

3. BEACH STRETCH DEVELOPMENT



View at Nighttime from Plaza with illumination

View of the Diamond shaped Meditation cum Exhibition through the Gateways, edge and Plaza from Suryalanka beach

5. Project Layout Plans and Visualizations

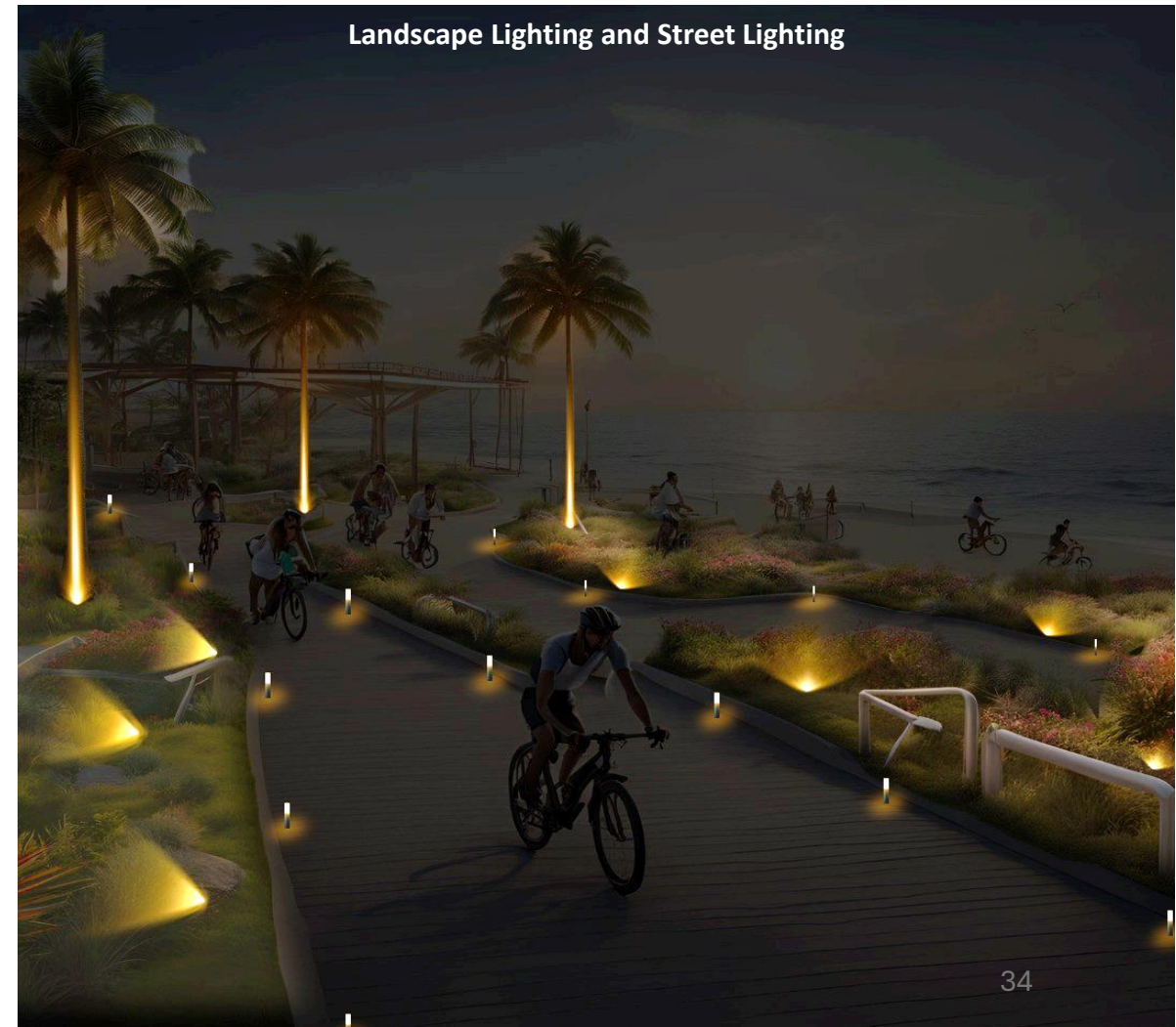
3. BEACH STRETCH DEVELOPMENT



5. Project Layout Plans and Visualizations

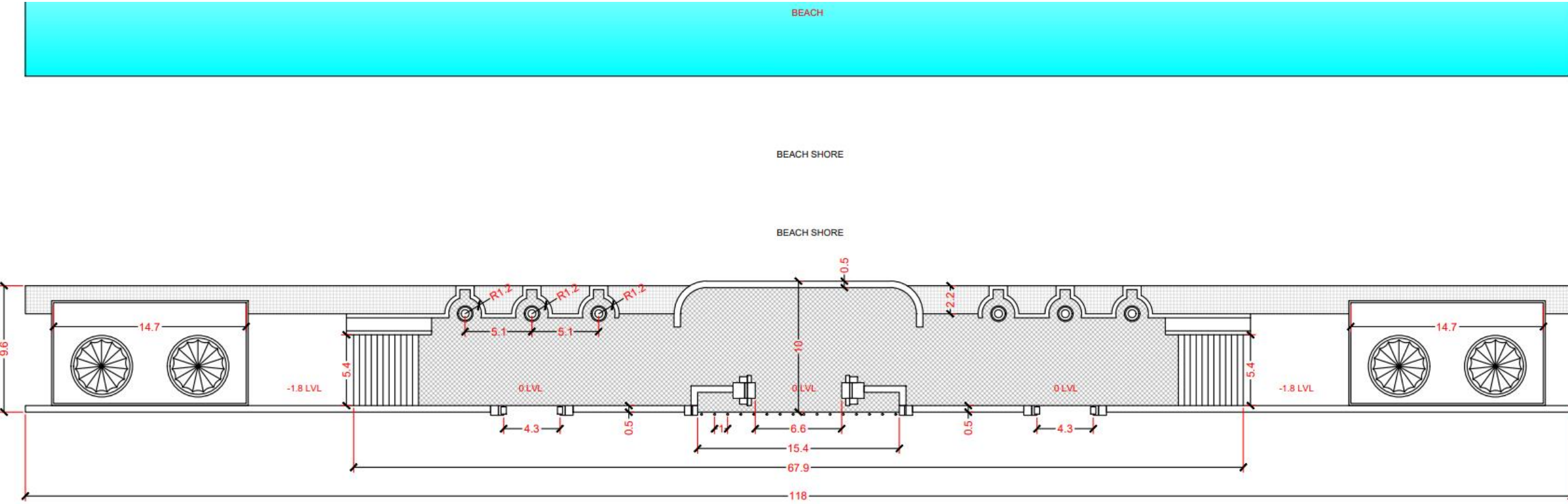
3. BEACH STRETCH DEVELOPMENT

LIGHTING CONCEPT – Cycle Track, Walking track and play areas next to beach side

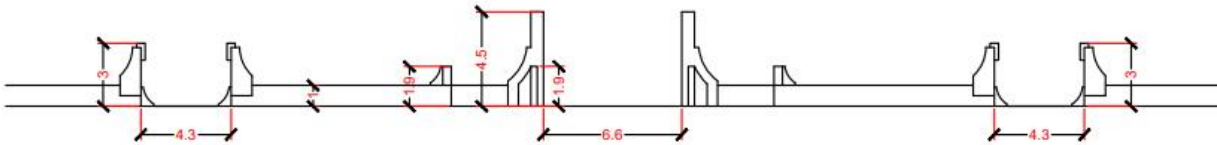


5. Project Layout Plans and Visualizations

3. BEACH STRETCH DEVELOPMENT



PLAN

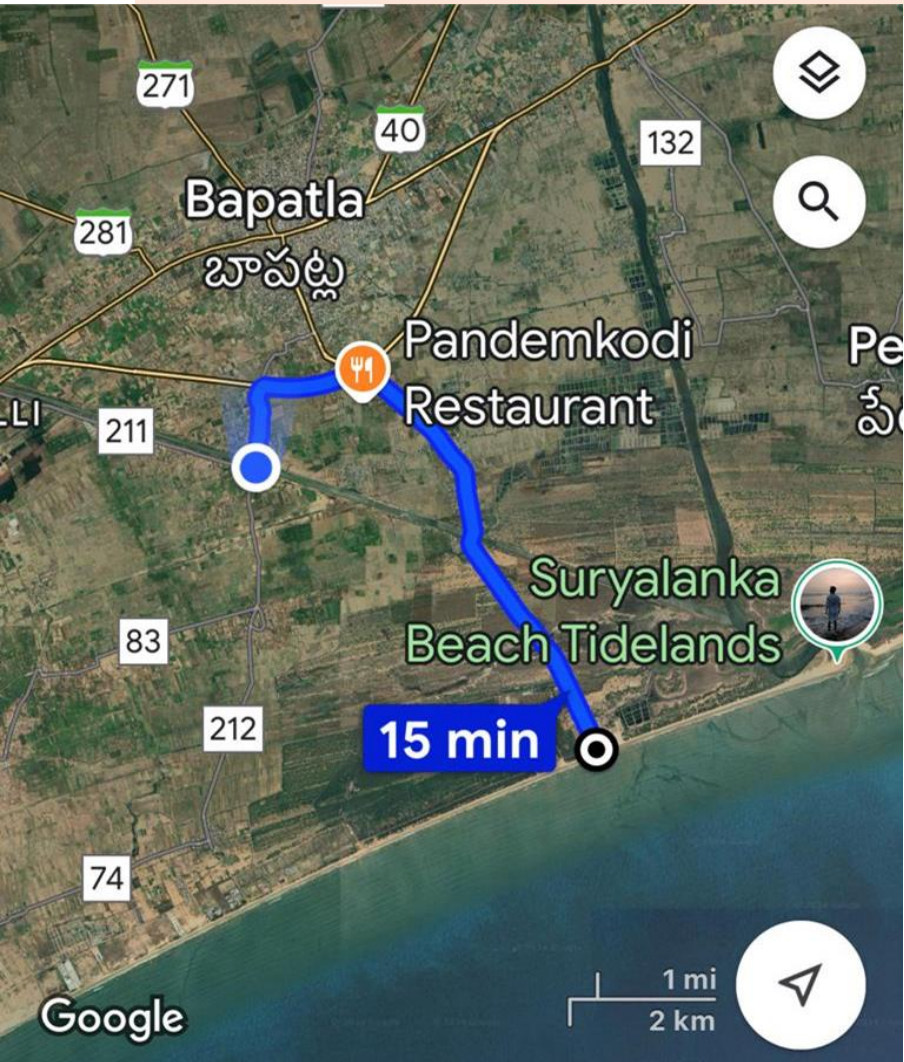


ELEVATION



5. Project Layout Plans and Visualizations

4. BACKWATER RIVER CRUISE



PROPOSED ROUTE FOR BACKWATER CRUISE



5. Project Layout Plans and Visualizations

5. FLOATING RESTAURANT



LANDSCAPING INTERVENTIONS ALONGSIDE BACKWATERS



5. Project Layout Plans and Visualizations

6. FLOATING PONTOONS

MODULAR FLOATING PONTOONS TO BE INTEGRATED TO ENJOY SEA EXPERIENCE



PONTOONS AT FIXED INTERVALS TO ENHANCE EXPERIENCE OF SEA



HARITHA & RESORTS TO SEA FRONT



6. Project Impact & Value Created

Sn. No.	Tourism Attributes	Baseline Data	Projected Data (10 yrs)
1	Expected increase in Tourist footfall (in lacs) vis a vis the carrying capacity of the destination	15 Lakhs	30 Lakhs, aligned with the carrying capacity of the destination
2	Expected average tourist expenditure per trip (in Rs per trip)	Rs. 1,000	Rs. 3,000 (with diverse activities and facilities proposed)
3	Expected increase in average tourist stay duration per trip (in no of days per trip)	1-2 days	2-3 days (with diverse activities and facilities proposed)
4	Direct Job Creation during Operations Phase (no of jobs)	4000 Jobs	<p>10,000 jobs</p> <p>For next 3 years:</p> <ul style="list-style-type: none"> Security & Facility management ~100 jobs Managing attractions ~300 jobs PPP hotels (700 keys) ~1400 jobs Total ~1800 jobs <p>Expected employment in the region in next 10 years is ~ 10,000 jobs</p>
5	Number of PPP projects envisaged as part of this project (including value in Rs Cr)	NA	<p>Total PPP Projects proposed: 11 Nos</p> <p>PPP investment projects – 6 Nos</p> <p>PPP O&M Projects – 5 Nos</p> <p>Value: Rs. 615.00 Crore</p>

7. Carrying Capacity Assessment

A. PHYSICAL CARRYING CAPACITY

S. No	Component	Approximate area (sq.m) (A)	Space reqd for free Movement (in sq. m)	Visitation Hours (Operational Hrs)	Visiting Time/ Component in Hrs	Rf	PCC
1	Iconic Structure Mythical Solar Park & Convention Center	26,463.47	5	8	4	2	10585
2	Two Promenades (approx. 1000 sqm each)	2000	5	8	3.2	2.5	1000
3	Jogging and Cycling Track (5 Km Stretch) assuming Width 3m	15000	10	8	4	2	3000
4	Parking (assuming 3 Persons Per vehicle)	24,846	25	8	4	2	1988
5	Sailing Boat Club and Other Sports Facilities (3.72 Acres)	15,052.75	15	8	3.2	2.5	2509
	Total						19082

- *Assumed Space Required per Person: Since it includes water sports and boating facilities, assume
- 15-20 square meters per person for safety and movement.

7. Carrying Capacity Assessment

B. FINAL CARRYING CAPACITY

S. No	Component	PCC	Cyclonic Correction Factor	Management Factor	Safety Correction factor	FCC
1	Iconic Structure Mythical Solar Park & Convention Center	10,585	13	8	5	8048.9
2	Two Promenades (Approx. 1000 sqm each)	1000	13	8	5	760.38
3	Jogging and Cycling Track (5 Km Stretch) Assuming Width 3.0 m	3000	13	8	5	2281.1
4	Parking (Assuming 3 Person Per vehicle)	1,988	13	8	5	1511.4
5	Sailing Boat Club and Other Sports Facilities (3.72 Acres)	2,509	13	8	5	1907.6
	Total	19,082				14,509

**** After considering the corrective factors including the bad weather, infrastructure, maintenance and management, safety etc., the final carrying capacity was estimated at ~14,500 per day.**

8. Sustainability Measures

A. Planning and Design

The project is planned and designed duly focusing on eco-friendly infrastructure and minimal environmental impact. Key design elements include:

- Low-impact buildings: The iconic structure, sailing club, and other facilities are designed using environmentally conscious construction materials. The floating pontoons and other structures are of modular designs to reduce the environmental footprint.
- Solar energy: The entire project is themed around solar mythology with the practical usage of solar energy as a key feature. Utilization of solar power for major interventions by installation of solar panels reduces dependency on non-renewable energy sources.
- Landscaping with native plants: Landscaping at the iconic structure and beachfront with native flora reduces water consumption and preserves the local ecosystem.
- Environmental sensitivity: Special attention is paid to coastal protection by using designs that limit shoreline erosion. The project follows the Coastal Regulation Zone (CRZ) guidelines, ensuring that developments do not harm the marine and coastal environments.

8. Sustainability Measures

B. Measures for Universal Accessibility

The project incorporates universal accessibility to ensure that all visitors, including those with disabilities, can enjoy the facilities:

- Barrier-free access: Ramps, wide pathways, and elevators will be installed where necessary, especially at the iconic structure, promenades, and viewing points.
- Accessible amenities: Restrooms, seating areas, and gazebos are designed to accommodate people with disabilities.
- Tactile paths and information: Tactile surfaces and Braille signage will be used in key areas such as the interpretation center to help visually impaired visitors navigate the site and engage with the exhibits.
- Universal access at beaches: Special provisions, such as beach wheelchairs and dedicated accessible walkways, will allow people with limited mobility to reach the beach comfortably.

8. Sustainability Measures

C. Carrying Capacity Management

Carrying Capacity Management is crucial to prevent overcrowding and degradation of the site:

- PCC (Physical Carrying Capacity): calculations have been done for each major component of the project to ensure that infrastructure can handle the expected tourist load without exceeding environmental thresholds.
- Real-time monitoring: Visitor numbers will be monitored via digital counters at entry points and capacity limited areas, such as the iconic structure and beachfront plazas, to ensure that limits are respected.
- Seasonal management: During peak seasons like Makar Sankranti, when visitor numbers spike, additional measures such as staggered entry times and temporary facilities will be introduced to manage the flow of tourists.
- Zoning: Different areas are zoned for high, medium, and low visitor activity, ensuring that sensitive ecosystems (like the backwaters and beach stretches) are protected from overuse.

8. Sustainability Measures

D. Solid Waste and Effluent Management

The project adopts a zero waste approach to minimize its environmental impact:

- Solid waste segregation: Waste collection points will enforce segregation of biodegradable, nonbiodegradable, and hazardous waste. Biodegradable waste will be composted on site, and nonbiodegradable waste will be sent to recycling units.
- Waste to energy plants: Feasibility studies shall be under taken to establish small scale waste to energy plants to process organic waste generated by food kiosks and restaurants.
- Effluent treatment: All wastewater generated by restrooms, restaurants, and the sailing club will be treated through sewage treatment plants (STPs) before being safely released into the environment. The treated water will be reused for landscaping and maintenance.
- Plastic free zones: The beach and nearby areas will be declared plastic-free zones, with alternatives such as biodegradable packaging and reusable materials encouraged.

8. Sustainability Measures

E. Community Engagement

A comprehensive community engagement plan ensures that local residents benefit from the project:

- Employment opportunities: The project will prioritize local hiring for jobs in hospitality, maintenance, and tourism services. Training programs in hospitality, ecotourism, and waste management will be conducted to upskill the local population.
- Cultural integration: The project aims to highlight local culture and traditions through festivals, performances, and food kiosks. Local artisans will be invited to showcase their crafts in dedicated spaces, providing an economic boost to traditional livelihoods.
- Community feedback: Regular engagement with local communities, including consultations and feedback sessions, will ensure that their concerns are addressed and that they feel part of the project's success.

8. Sustainability Measures

F. Any Other

- Sustainable mobility: A focus on nonmotorized transport is integrated into the design, with cycling tracks, pedestrian walkways, and electric vehicle charging stations. This reduces carbon emissions and encourages sustainable tourism practices.
- Sustainable tourism certification: The project aims to obtain a Green Certification for sustainable tourism by adhering to international best practices for environmental conservation and responsible tourism.

These sustainability measures will ensure that the Suryalanka Beach project is not only a tourist destination but also a model of eco-friendly development that fosters community engagement and environmental stewardship.

9. Project Cost Estimate

*A. Listing and cost of project components (both hard and soft interventions) that will be **funded under SASCI scheme***

Sn. No.	Components	Project Cost (in INR Lakh)
1.	Iconic Structure (MYTHICAL SOLAR PARK & CONVENTION CENTRE)	4,594
2.	Sailing Club	1,288
3.	Beach Front Development: including cycling/jogging Track	2,516
4.	Backwater Cruises including Floating restaurant/pontoons	185
Sub Total (A)		8,584
GST / Statutory Provisions/Contingencies etc. as applicable (B)		2,103
Total funding proposed under SASCI scheme (A+B)		10,687

Funding under SASCI : INR10,000 lakhs (Rs. 100 Crores)

Balance Funding by State Government : INR 687 Lakhs (Rs. 68.7 Crores)

9. Project Cost Estimate

*B. Listing and cost of project components (both hard and soft interventions) that will be **funded by State** (if applicable)*

Sn. No.	Components	Project Cost (in INR Lakh)
1.	Improvement of road connectivity	100
2.	Improvement of power load of 1000 KV	150
3.	Water supply @ laying of net work length of 6km with 1MLD treatment plant	300
4.	Improvement of Solid waste management	200
Sub Total (A)		750
GST and/or Other Statutory Charges as applicable (B)		--
Total funding proposed for State (A+B)		750

9. Proposed Projects for development through Private Investment / PPP

*C. Listing and cost of project to be developed through **Private Investment/PPP***

Sno	Project Name	Estimated Investment (in INR Crores)
1	5 Star Deluxe Hotel (200 Keys) in 10 acres	300
2	4 Star Hotel (200 Keys) in 5 acres	150
3	3 Star Hotels (2 Nos. @ 150 keys each) in 4 acres	150
4	Luxury Cruise Boat	5
5	House Boats (5 Nos @ Rs. 2.0 Cr each)	10
Total Estimated Investment		915

10. Sustainable Operation & Management

A. O&M Plan proposed for the project ensuring its sustainable operations & management.

- The **Operation and Management (O&M) Plan** for the Suryalanka Beach project focuses on maintaining high service standards at the project so as to ensure a seamless visitor experience while safeguarding both the infrastructure and the environment.
- The O&M plan will adopt a hybrid management model that balances government oversight with the expertise of professional private agencies.

10. Sustainable Operation & Management

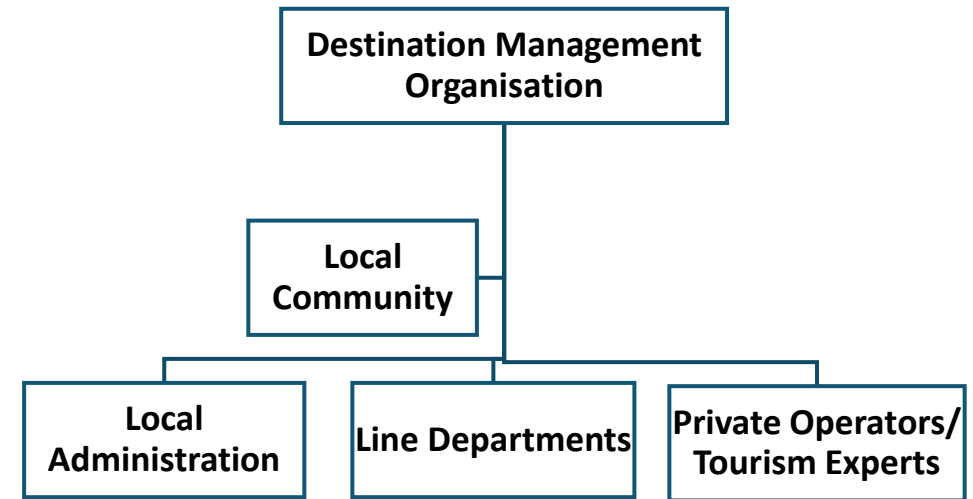
B. Model being adopted for undertaking Operation & Management of the project.

- A Destination Management Organisation (DMO) will be established to oversee the overall operations and management of the destination, incorporating stakeholders from the district administration, relevant line departments, and community representatives.
- A Manager with minimum 10 years of Industry experience will be recruited who will be responsible for operations of the proposed facilities. The Manager will be assisted by 3 Assistant Managers responsible for dedicatedly managing facilities. Other administrative staff will be appointed through outsource basis

The DMO will enter into agreements with the private skilled operators/agencies to operate and maintain selected facilities such as convention center, restaurants, parking areas, water sports, cruises, Interpretation Gallery with AR/VR facilities etc.

The O&M of project facilities will be carried out on Hybrid Model as below:

- Core Management Functions such as safety and security, public conveniences, and streetlight maintenance will be managed by the DMO by engaging staff for essential services
- Specialized tasks such as landscaping, Parking, and cleanliness management will be outsourced to professional agencies.



10. Sustainable Operation & Management

B. Model being adopted for undertaking Operation & Management of the project.

Sustainability of Destination Management Organisation

- The Destination Management Organization (DMO) will create a separate bank account to ensure effective financial management and sustainability.
- Revenue generated from the project facilities, including ticket sales, advertising, lease rentals, revenue shares etc. will be deposited into this account.
- This strategic approach not only secures funds but also allows for systematic tracking of income, enabling the DMO to allocate resources efficiently.
- The accumulated funds will be utilized for the ongoing operation and management of the destination and promotional activities.

10. Sustainable Operation & Management

C. Revenue sources for the project

The major sources of revenue are from

- Ticketing of Iconic structure and its components such as Exhibition Hall, AR/VR, Interactive Gallery, Solar System Theme Maze and Space Theatre.
- Sailing Club Memberships and its components Water Sports etc
- Revenues from Cruise Boat, House Boats and Cycling Track and
- Floating Restaurant.

10. Sustainable Operation & Management

D. Summary of Expected Cash Flow annually for 10 years

Considering the revenue and operational costs, the net cash flow to the project are given below. It is observed that the net cash flows to the project are positive from the first year onwards.

S. no	Experience title/ interventions		Year1	Year2	Year3	Year4	Year5	Year6	Year7	Year8	Year9	Year10
1	Revenue	Development Phase	6.35	7.08	7.85	8.67	9.55	10.49	11.49	12.55	13.68	14.89
2	Operational Expenditure (including Maintenance)		4.49	4.76	5.04	5.34	5.66	6.00	6.36	6.74	7.14	7.57
3	Expected Cash Flow (Surplus/ Deficit)		1.87	2.32	2.81	3.33	3.89	4.48	5.12	5.81	6.54	7.32
4	Total Net Cash flows for 10 years		43.49									

11. Tourism Marketing Plan

- Marketing and promotion are crucial for any destination development as they play a vital role in attracting tourists and enhancing the destination's visibility.
- Effective marketing strategies shall be taken up for Suryalanka Beach by highlighting the beach's unique features, such as its pristine natural beauty, serene atmosphere, and cultural significance.
- By utilizing digital platforms, social media, and targeted advertising, Surya Lanka Beach can reach a wider audience, appealing to both domestic and international travellers.
- Additionally, promoting local events, activities, and accommodations can enhance the visitor experience, encouraging longer stays and repeated visits.

11. Tourism Marketing Plan

A. Marketing Strategy for Inbound Tourism

The key strategies proposed to be adopted for inbound tourism promotion for Surya Lanka is as follows:

- **Search Engine Optimization (SEO):** To enhance visibility for Suryalanka Beach, focus shall be on optimizing the website for relevant keywords. Informative content shall be created that addresses travellers' queries about the beach, local attractions, and travel tips. To improve user experience, website will be made mobile-friendly and fast-loading.
- **Content Creation:** It is proposed to develop engaging and informative blog posts with photos and videos about Suryalanka Beach which may include travel itineraries, local culture, and hidden gems.
- **Social Media Promotion:** It is proposed to leverage platforms like Instagram, Facebook, and Pinterest to share stunning visuals of Suryalanka Beach.
- **Public Relations and Customer Engagement:** As strong relationships with visitors will foster trust among potential customers, audience shall be engaged through social media so as to respond to inquiries and thereby enhance brand loyalty.
- **Engaging Promotional Materials:** To highlight the destination's unique offerings, create brochures, flyers, and a coffee table book.

11. Tourism Marketing Plan

B. Marketing Strategy for Domestic Tourism

Following are the key marketing strategies proposed to be adopted:

- High-quality, mobile-friendly website featuring electronic site maps, interpretive information about local attractions, engaging imagery and videos, rating & feedback mechanism etc.
- Mobile application for seamless online reservations and bookings, enhancing convenience for visitors .
- High-quality travel map to help visitors navigate the area, serving as a practical brochure that highlights key attractions.
- Separate social media accounts (Facebook, Instagram, Twitter, YouTube) for Surya Lanka Beach. Engage frequently with followers through regular posts and interactions to build a vibrant online community.
- Brochures, flyers, and a coffee table book to showcase the destination and its unique offerings, enhancing the tourism narrative.
- Digital kiosks in public places like airports, railway stations, and bus stands to provide information about Surya Lanka Beach and its attractions.
- Host familiarization (fam) trips for bloggers and vloggers to generate well-written blogs and vlogs that can be shared online, enhancing visibility.
- AR VR functionality can be added

LETS MAKE SURYALANKA BEACH TRULY ICONIC...

SURYALANKA

BEACH CORRIDOR PROJECT

