

# MAHE TOURISM STRATEGIC PLAN

The Foundations for a Distinct Tourism Future for Mahe



**State Institution for Transformation (SIT)**

Planning and Research Department

Government of Puducherry.

Prepared By

Dr.P Karmenivannan (Tourism)

Smt. Aruna T (Urban Governance)

State Institution for Transformation

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MARCH 2026

## PREFACE

Mahe, a serene coastal enclave of the Union Territory of Puducherry, possesses a unique blend of Indo-French heritage, riverine landscapes, cultural vibrancy, and community traditions. Despite its rich historical and natural assets, Mahe has remained relatively under-represented on the national tourism map. Recognizing this untapped potential, the Department of Tourism and the Planning and Research Department, Government of Puducherry, initiated the preparation of a comprehensive Tourism Strategic Plan to provide a structured and sustainable roadmap for the future development of tourism in Mahe.

As per the directions of the Commissioner-cum-Secretary (Planning and Research), *Dr. A. Muthamma, I.A.S.*, the State Institution for Transformation (SIT) team was entrusted with the responsibility of formulating this Strategic Plan. In accordance with this mandate, an extensive field study was undertaken in Mahe during the month of September 2025, involving on-site assessments, stakeholder consultations, and detailed evaluation of tourism resources, infrastructure gaps, and development opportunities. Valuable guidance and inputs were received from key administrators and stakeholders throughout the process. We sincerely acknowledge the support of the Regional Administrator of Mahe, *Shri D. Mohan Kumar*, and the Director of Tourism, Puducherry, *Shri K. Muralidharan*, whose practical insights on the region's strengths and challenges significantly enriched the preparation of this document.

The draft proposals were subsequently submitted to the Secretary (Tourism), *Dr. D. Manikandan, I.A.S.*, and later presented to the Hon'ble Lieutenant Governor of Puducherry, *Shri K. Kailashnathan, I.A.S. (Retd.)*. The Hon'ble Lieutenant Governor provided valuable strategic directions, emphasizing the promotion of water-based leisure activities, wellness programmes, and community participation-led tourism development. These inputs have been carefully incorporated into the final plan.

This Strategic Plan is the outcome of extensive analysis and collective efforts to position Mahe as a model destination for sustainable and boutique tourism. It integrates heritage conservation, infrastructure enhancement, branding strategies, community-centric initiatives, and innovative tourism products within a coherent cluster-based development framework.

We sincerely hope that this document will serve as a practical guide and policy framework for transforming Mahe into a vibrant, inclusive, and environmentally responsible tourism destination in the years to come.

**Sector Experts**

(Tourism and Urban Governance)  
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Planning and Research Department  
Government of Puducherry

## Acknowledgements

We are deeply grateful to our Honourable Lieutenant Governor of Puducherry, **Shri. K. Kailashnathan, I.A.S.(Rtd.)**, and our Honourable Chief Secretary, **Dr. Sharat Chauhan, I.A.S.**, for their unwavering support and guidance to the SIT (State Institution for Transformation) team.

We also extend our sincere thanks to **Dr. A. Muthamma, I.A.S. Commissioner-cum-Secretary (Planning and Research)** and **Dr. D. Manikandan, I.A.S. Secretary (Tourism)**, for entrusting us with the responsibility of preparing **Mahe's tourism plan**.

We extend special appreciation to **Shri. D. Mohan Kumar, Regional Administrator of Mahe**, for his invaluable guidance and full support during field visits, and to **Shri. K. Muralidharan, Director of Tourism**, for his encouragement, and insightful guidance.

We express our heartfelt gratitude to **Smt. R. Sheela, Director of Planning and Research**, for her constant guidance and support from inception to completion of the report. Her emphasis on quality, clarity and professionalism was instrumental in shaping this document.

We also thank our **SIT team of experts** *Shri. Adithya G* (Environment & Climate Change), *Dr. Thamizhiniyan K* (Education), *Shri. Sivasubramanian S* (Information Technology), *Shri. Mohamed Shanavaz* (Infrastructure), *Shri. Thamizhvanan I* (Data Analyst) and *Ms. Mishael Sneha* (Data Analyst) for their constructive suggestions, which have enriched this project.

This plan represents our dedicated efforts to envision Mahe as a boutique tourism destination, balancing growth with sustainability and heritage conservation.

**Dr.P.Karmenivannan**  
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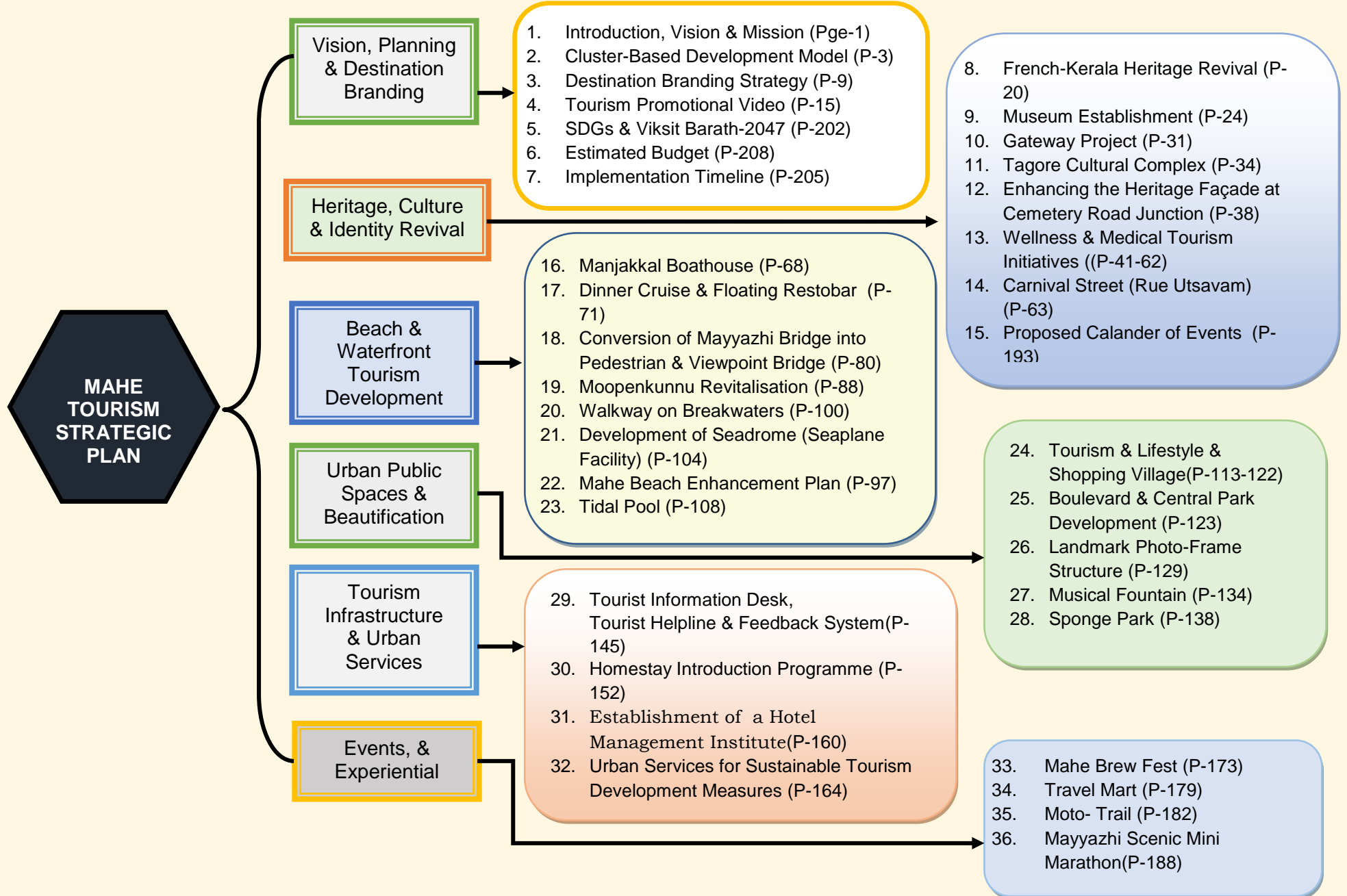
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### **List of Abbreviations**

| Abbreviation | Full Form (As Used in the Document)                        |
|--------------|--|
| API          | Application Programming Interface                          |
| AR           | Augmented Reality  |
| AYUSH        | Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy |
| CKD          | Chronic Kidney Disease                                     |
| CRM          | Customer Relationship Management                           |
| CRZ          | Coastal Regulation Zone                                    |
| CSR          | Corporate Social Responsibility                            |
| DPR          | Detailed Project Report                                    |
| GIS          | Geographic Information System                              |
| KPI          | Key Performance Indicator                                  |
| MSK          | Musculoskeletal  |
| NAM          | National AYUSH Mission                                     |
| NFHS         | National Family Health Survey                              |
| PCOS         | Polycystic Ovary Syndrome                                  |
| PPP          | Public–Private Partnership                                 |
| QR           | Quick Response (QR Code)                                   |
| SOP          | Standard Operating Procedure                               |
| UT           | Union Territory  |
| VR           | Virtual Reality  |

## PROPOSAL SUMMARY CHART



## OVERVIEW OF THE MAHE TOURISM STRATEGIC PLAN

The *Mahe Tourism Strategic Plan* presents a comprehensive and integrated roadmap for transforming Mahe into a distinctive, sustainable, and high-quality tourism destination. The plan recognizes Mahe's exceptional tourism character—shaped by its Indo-French heritage, coastal-riverine geography, compact urban form, and culturally rooted communities—and seeks to harness these strengths through well-structured and responsible development interventions.

### Context and Need for the Plan

Although Mahe possesses significant natural, cultural, and historical assets, its tourism potential has remained largely under-utilized due to limited visibility, fragmented tourism products, inadequate infrastructure, and absence of a long-term strategic framework. The present plan has been formulated to address these gaps and to provide a clear direction for sustainable tourism growth that benefits both visitors and the local community.

### Vision and Mission

The Strategic Plan is anchored in a strong guiding vision:

- **Vision:** To develop Mahe as a model of Sustainable Tourism Destination by revitalizing its natural, cultural, and historical assets while ensuring environmental balance and community well-being.
- **Mission:** To position Mahe as a *Boutique Tourism Destination* that emphasizes authenticity, quality experiences, and responsible tourism rather than mass visitation.

### Strategic Approach

The plan adopts a *Cluster-Based Tourism Development Framework*, organizing Mahe into five thematic clusters—Mahe Town, Palloor, Chalakkara, Pandakkal, and Kallayee—each representing a distinct tourism experience such as heritage, wellness, lifestyle, eco-culture, and rural

tourism. This spatial approach ensures balanced development, targeted investments, and curated visitor circuits across the region.

A *Component-Based Assessment Model* has been applied to evaluate Mahe's tourism ecosystem across six core dimensions: Attractions, Accessibility, Amenities, Accommodation, Activities, and Awareness. This holistic analysis has guided the identification of priority projects and interventions.

### **Analytical Foundation**

To ensure evidence-based planning, the strategy integrates a *Hybrid SWOT-SOAR Analytical Framework*, combining realistic assessment of strengths and weaknesses with aspirational goal-setting. This dual approach ensures that the proposals remain grounded in local realities while being aligned with long-term aspirations.

### **Key Focus Areas**

1. The Strategic Plan encompasses a wide spectrum of initiatives, including:
2. Revitalization of French-Kerala heritage and historic precincts
3. Development of beach and waterfront tourism infrastructure
4. Establishment of wellness and Ayurveda tourism facilities
5. Expansion and digital transformation of the Mahe Museum
6. Creation of cultural complexes and public spaces
7. Introduction of innovative attractions such as tidal pools, seaplane facilities, and riverfront experiences
8. Strengthening of urban services, signage, and tourist amenities
9. Promotion of homestays, community tourism, and local entrepreneurship
10. Branding initiatives under the theme "*Mesmerising Mahe – A Timeless Gem by the Sea!*"
11. Organization of signature events and festivals to enhance destination visibility

## **Sustainability and Community Orientation**

A core principle of the plan is to ensure that tourism development in Mahe remains environmentally sensitive, socially inclusive, and economically beneficial to local residents. Emphasis has been placed on responsible tourism practices, heritage conservation, skill development, and participation of local communities in tourism enterprises.

## **Implementation and Financial Framework**

The plan provides a phased implementation timeline, estimated budgets, and potential funding mechanisms, including Government schemes, PPP models, CSR support, and convergence of departmental resources. Clear institutional roles and monitoring mechanisms have been outlined to ensure effective execution.

## **Expected Outcomes**

Through the systematic implementation of this Strategic Plan, Mahe is expected to achieve:

- a) Enhanced destination identity and national visibility
- b) Improved tourism infrastructure and visitor experience
- c) Increased tourist footfall and longer stays
- d) Growth in local employment and entrepreneurship
- e) Balanced, low-impact, and sustainable tourism development

## **Conclusion**

The Mahe Tourism Strategic Plan represents a forward-looking policy instrument designed to transform Mahe into a vibrant, culturally rich, and environmentally responsible tourism destination. By combining heritage preservation with modern tourism innovation, the plan envisions Mahe as a *Boutique Coastal Destination of National Significance*, contributing meaningfully to the socio-economic development of the region.

### Overview of the Geographic and Socio-Demographic Profile of Mahe

| Category                 | Details   |
|--------------------------|---|
| Administrative Status    | Union Territory of Puducherry   |
| Geographical Location    | Malabar Coast, surrounded by State of Kerala, Bordering Districts- Kannur and Kozhikkode  |
| Total Area               | 9 sq. km (Approximately)  |
| Regional Character       | Coastal enclave of Puducherry within the State of Kerala  |
| Major Natural Feature    | Mayyazhi (Mahe) River and Arabian Sea coastline   |
| Climate                  | Tropical humid coastal climate, hot season from <i>March to May</i> , Monsoon – <i>June to November</i> , Cool & Dry weather from <i>December to February</i> .                 |
| Topography               | Coastal plains, riverbanks, small hillocks, beaches   |
| Administrative Units     | Mahe Region / Mahe Municipality (Palloor, Kallayye, Chalakkara, Pandakkal and Mahe)   |
| Estimated Population     | 41,816 (2011 Census)  |
| Population Density       | 4646/Sq Km, High (due to small geographical area)   |
| Gender Profile           | Balanced gender ratio with high female literacy and participation   |
| Primary Language         | Malayalam   |
| Other Languages          | English (Administrative), Tamil, Hindi & Telugu.  |
| Literacy Rate            | 98.35%  |
| Religious Composition    | Hindus, Muslims, Christians – strong communal harmony   |
| Major Regional Festivals | <i>St. Theresa Festival</i> in October, <i>Puthalam Thira</i> in March, <i>Sri Koyyodan Korothe Thira Mahotsavam</i> in January, <i>Sree Krishna Temple Utsavam</i> in January. |
| Economic Base            | Service sector, retail trade, education, healthcare   |
| Crime & Safety           | Generally low crime rate; safe environment  |
| Nearest Airport          | <i>Kannur International Airport</i> – 30 km, <i>Kozhikode</i> -86   |
| Nearest Railway Station  | Mahe, and Major Railway Station at Thalassery– 9 km   |
| Road Connectivity        | Well connected by National and State Highways   |
| Key Tourist Attractions  | Riverfront promenades, Mahe Beach, Mooppenkunnu Hillock, heritage buildings and Cultural events.  |



**Proposed Logo, Caption and Tagline for Mahe Tourism**



## 1. Introduction- Cluster Based Framework for Sustainable Tourism Development in Mahe

### 1. Introduction

Mahe, the serene coastal enclave of the Union Territory of Puducherry, possesses a rare and distinctive tourism character shaped by its Indo-French heritage, river-sea geography, compact urban form, and culturally rooted communities. Unlike mass tourism destinations, Mahe's strength lies in its human-scale environment, calm ambience, and ability to offer authentic, immersive experiences within a limited and manageable spatial footprint.

Despite its inherent strengths, Mahe remains under-represented in mainstream tourism circuits, with limited visibility, fragmented tourism products, and under-utilization of its heritage, waterfront, wellness, and rural assets. Recognizing this untapped potential, the present Mahe Tourism Strategic Plan has been prepared to provide a clear, integrated, and sustainable roadmap for tourism development—one that enhances visitor experience while safeguarding Mahe's cultural identity, environmental balance, and community wellbeing.

### 2. A Vision for Mahe

**The Vision** is to develop Mahe as a model of *Sustainable Tourism Destination* by revitalizing its natural, cultural, and historical assets; enhancing visitor experience through quality infrastructure and innovative products; and ensuring that tourism growth benefits local communities while preserving Mahe's environmental and social harmony.

### 3. Mission

**The Mission** is to develop and promote Mahe as a *Boutique Tourism Destination* that celebrates exclusivity, authenticity, and experiential richness, focusing on quality experiences over mass visitation.

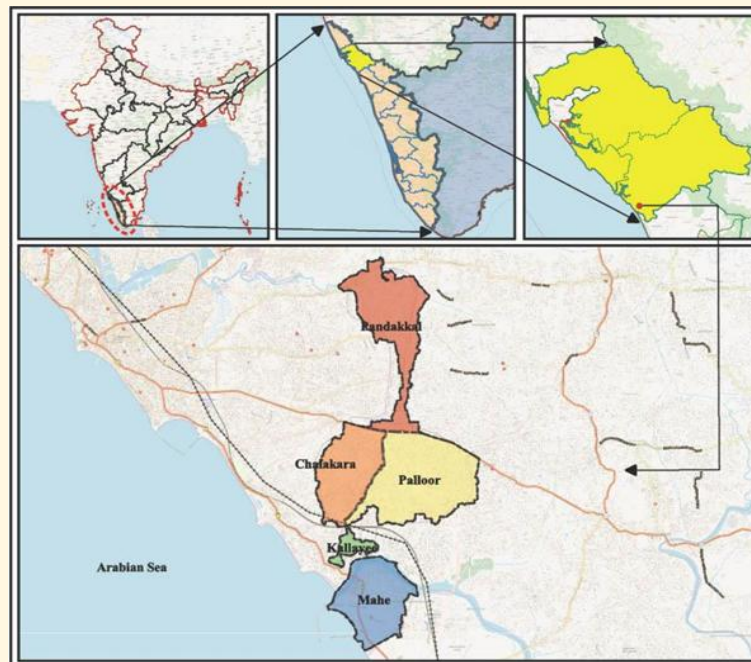
#### 4. Objectives of the Tourism Strategic Plan

The primary objective of this Tourism Strategic Plan is to position Mahe as a ***Boutique Tourism Destination***, focusing on ***quality experiences over mass visitation***, and ensuring that tourism growth remains inclusive, sustainable, and context-sensitive.

#### The Objectives is to:

- Strengthen Mahe's destination identity within the broader Puducherry and Malabar Coast tourism landscape
- Diversify tourism products across natural, heritage, wellness, lifestyle, culture, and rural experiences
- Guide infrastructure development in harmony with Mahe's natural and built environment
- Enable community participation and local livelihood generation through tourism
- Provide a strategic framework for policy action, phased implementation, and investment facilitation.

#### 5. Regional Settings and Connectivity





**Tier II cities such as Coimbatore, Mysore, Mangalore are located within 250 km from Mahe**

Mahe could emerge as a crucial node within the larger Malabar tourism circuit, seamlessly connected to key destinations across Kerala and Karnataka.

## 6. Cluster-Based Tourism Development Framework for Mahe

Given Mahe's compact geography and varied character, a **Cluster-Based Tourism Development Framework** has been adopted as the core spatial planning approach. This model organises the destination into **thematic clusters**, each representing a distinct tourism experience while collectively contributing to Mahe's unified identity.

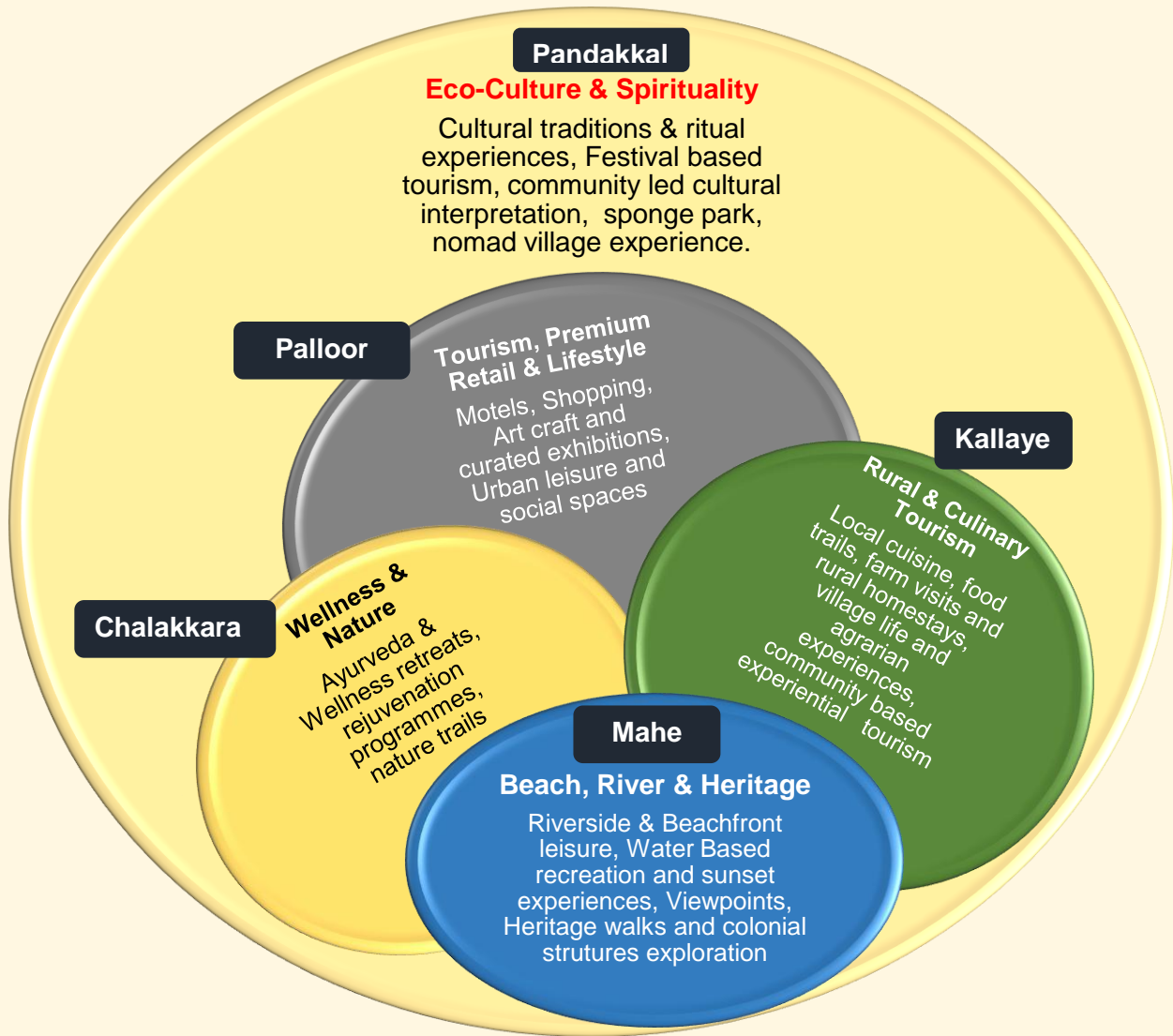
## 6. The five identified clusters are:



### 6.1. Five Clusters, Five Themes

| Clusters             | Themes                     |
|----------------------|----------------------------|
| 1. <b>Mahe Town</b>  | Beach, River & Heritage    |
| 2. <b>Palloor</b>    | Premium Retail & Lifestyle |
| 3. <b>Chalakkara</b> | Wellness & Nature          |
| 4. <b>Pandakkal</b>  | Eco-Culture & Spirituality |
| 5. <b>Kallayee</b>   | Rural & Culinary Tourism   |

## 6.2. Five Clusters , Five Themes & Five Experiences



This approach enables:

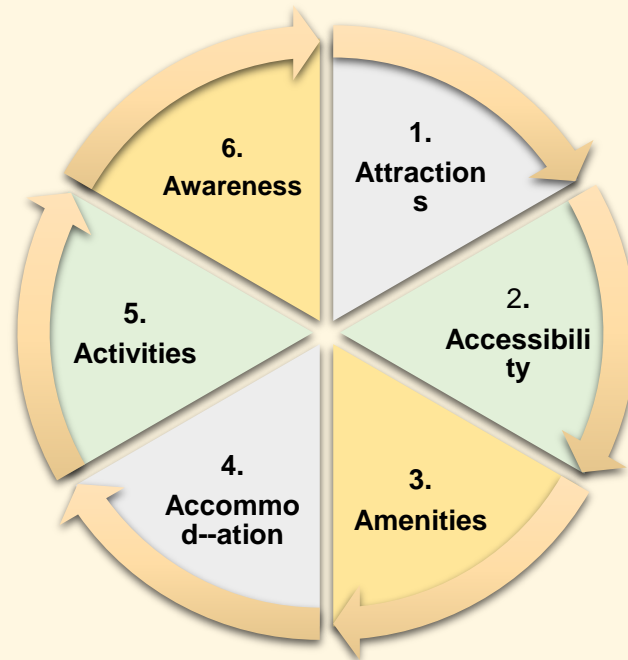
- Balanced spatial development and avoidance of over-concentration
- Targeted infrastructure and product planning aligned to local strengths
- Clear visitor circuits and curated tourism experiences
- Greater scope for community participation and local entrepreneurship

By integrating multiple themes within a compact destination, the cluster model ensures diversity, coherence, and sustainability in Mahe's tourism growth.

## 7. Tourism Component-Based Destination Assessment

To ensure comprehensive and evidence-based planning, the strategy is anchored in an assessment of *six core tourism destination components of mahe*:

### Mahe's core Tourism Components



**The following component-based analysis provides a holistic understanding of:**

- Existing strengths and competitive advantages
- Infrastructure and service gaps affecting visitor experience
- Priority areas for intervention, investment, and policy support

Evaluating tourism through these components ensures that development decisions enhance the entire visitor journey, rather than isolated projects, thereby strengthening Mahe's overall destination competitiveness.

### 7.1. Tourism Development Strategy Matrix for Mahe

Designed to transform the earlier *weaknesses* into actionable interventions and project ideas, aligning with sustainable and inclusive destination development.

| Tourism Component            | Key Strengths   | Identified Weaknesses   | Proposed Interventions   | Expected Outcome   |
|------------------------------|---|---|--|--|
| <p><b>1. Attractions</b></p> | <p>1. Malyalam-French Heritage &amp; Natural Landscapes</p> | <p>i. Limited major attractions, low levels of heritage conservation.</p> <p>ii. Insufficient interpretive infrastructure</p> | <p>1. Heritage Conservation &amp; Adaptive Reuse Project – restore old French buildings for museums, cafés, boutique hotels.</p> <p>2. Riverfront Beautification &amp; Promenade Development – landscape, seating, viewing decks, and lighting.</p> <p>3. French Cultural Interpretation Centre – exhibits on Mahe’s history and Indo-French ties.</p> <p>4. Install heritage signage, QR-code based digital trails, and audio guides.</p> | <p>a) Enhanced visual appeal and identity.</p> <p>b) Creation of signature attractions.</p> <p>c) Strengthened heritage branding of Mahe.</p> <p>d) Improved visitor understanding and engagement.</p> |

| Tourism Component           | Key Strengths  | Identified Weaknesses   | Proposed Interventions  | Expected Outcome  |
|-----------------------------|--|---|---|---|
| <b>2.<br/>Accessibility</b> | <ol style="list-style-type: none"> <li>1. Well Connected by Road,</li> <li>2. Close proximity to Kannur International Airport</li> </ol> | <ol style="list-style-type: none"> <li>i. Limited public transport,</li> <li>ii. lack of adequate parking zones and</li> <li>iii. Inadequate signage</li> </ol> | <ol style="list-style-type: none"> <li>1. Develop Mahe Mobility &amp; Access Plan introduce e-rickshaws, shuttle vans connecting Tourism and town centre.</li> <li>2. Smart Signage System – multilingual signs with tourist information.</li> <li>3. Public Parking Zones &amp; Enhance Traffic Management</li> </ol>            | <ol style="list-style-type: none"> <li>a) Smoother tourist flow and convenience.</li> <li>b) Enhanced visitor satisfaction.</li> <li>c) Reduced congestion.</li> </ol>  |
| <b>3.<br/>Accommodation</b> | <ol style="list-style-type: none"> <li>1. Potential for Premium Hotels &amp; Home Stays.</li> </ol>                                      | <ol style="list-style-type: none"> <li>i. Lack of Premium and thematic Hotels/stays</li> <li>ii. Limited peak-season capacity</li> </ol>                        | <ol style="list-style-type: none"> <li>1. Riverside Boutique Resort</li> <li>2. Development (PPP).</li> <li>3. Heritage Homestay Scheme to convert heritage homes.</li> <li>4. Eco-Stay &amp; Farm Retreats in outskirts.</li> <li>5. Integrated Tourism Hub along Palloor combining stays, dining, and entertainment.</li> </ol> | <ol style="list-style-type: none"> <li>a) Increased capacity and diversity of accommodation.</li> <li>b) Attract upscale and experiential travelers.</li> <li>c) Enhanced ability to host varying visitor volumes.</li> </ol> |

| <b>Tourism Component</b>   | <b>Key Strengths</b>                        | <b>Identified Weaknesses</b>   | <b>Proposed Interventions</b>   | <b>Expected Outcome</b>   |
|--|---|--|---|---|
| <p style="text-align: center;"><b>4.<br/>Tourist<br/>Amenities</b></p> | <p>1. Basic Amenities, Safe Environment</p> | <p>i. Insufficient tourist facilities (toilets, rest areas)</p> <p>ii. Absence of a Dedicated tourist information centre</p> <p>iii. Lack of nightlife and entertainment activities.</p> | <p>1. Tourist Comfort Centre Project – restrooms, lockers, drinking water at key points.</p> <p>2. Clean Beach Mission (Mahe) – regular beach cleaning and waste segregation units.</p> <p>3. Mahe Tourist Information &amp; Booking Centre – central office for information, brochures, local guides, and event updates.</p> <p>4. Riverfront Night Café Zone with ambient lighting.</p> | <p>a) Improved hygiene, comfort, and destination image.</p> <p>b) Better visitor orientation and service quality.</p> <p>c) Increased evening tourist engagement and local business activity.</p> |

| <b>Tourism Component</b>        | <b>Key Strengths</b>  | <b>Identified Weaknesses</b>  | <b>Proposed Interventions</b>   | <b>Expected Outcomes</b>  |
|---------------------------------|---|---|---|---|
| <b>5. Tourism Activities</b>    | 1. Cultural, Beach & River based Potentials   | i. Lack of structured experiences<br>ii. Shortage of signature experience or event<br>iii. Weak local participation | 1. Heritage Walks & Cultural Trails<br>2. Beach, River Adventure & Water based activities<br>3. Culinary Tourism Experience<br>4. Annual Mahe Festival & Events<br>5. Mahe River Carnival.<br>6. Community Tourism Training Programme | a) Diversified tourist experiences.<br>b) Longer stays and repeat visits.<br>c) Establishes Mahe as a must-visit cultural destination.<br>d) Local employment, ownership, and inclusive tourism growth. |
| <b>6. Awareness (Marketing)</b> | 1. Compact coastal & riverine<br>2. Distinct Indo-French colonial identity<br>3. Proximity to Kerala , Tamilnadu and Karnataka cities | i. Very low national & international visibility<br>ii. Absence of a cohesive destination brand identity.            | 1. Destination Branding & Positioning.<br>2. Create a brand toolkit (logo, tagline, visual language, narratives)<br>3. Digital & Media Outreach (Mahe Tourism website & social media handles)   | a) Increased destination visibility at national level.<br>b) Clear/ recognisable brand identity for Mahe.   |

|  |  |   |  |   |
|--|--|---|--|---|
|  | <p>4. Potential for Water based activities, wellness, heritage &amp; experiential tourism.</p> | <p>iii. Limited digital presence on travel platforms</p> <p>iv. Weak engagement with tour operators, OTAs and media</p> <p>v. Lack of institutionalised tourism events.</p> | <p>4. Influencer, travel writer &amp; documentary familiarisation trips</p> <p>5. Institutionalise signature events (Mayyazhi Run, Travel Mart, Cultural Festival)</p> <p>6. Seasonal tourism calendars &amp; campaigns</p> <p>7. Organise Mahe / Mayyazhi Travel Mart</p> <p>8. Participation in national &amp; regional travel fairs</p> <p>9. Tie-ups with tour operators, wellness centres &amp; corporate travel planner.</p> | <p>c) Improved tourist awareness &amp; perception</p> <p>d) Higher tourist inflow and longer stays</p> <p>e) Stronger private sector confidence &amp; investment interest</p> <p>f) Improved stakeholder coordination</p> <p>g) Formalisation of tourism services and packages</p> <p>h) Foundation for annual, self-sustaining promotional events.</p> |
|--|--|---|--|---|

## 8. Adoption of the Hybrid SWOT–SOAR Analytical Framework

The Mahe Tourism Strategic Plan adopts a **hybrid SWOT–SOAR analytical approach** to balance realistic assessment with visionary planning.



1. **SWOT Analysis** (Strengths, Weaknesses, Opportunities, Threats) is used to diagnose Mahe’s current tourism ecosystem, identifying internal capacities, development gaps, external opportunities, and potential risks.
2. **SOAR Analysis** (Strengths, Opportunities, Aspirations, Results) builds upon this foundation to define a shared vision, future aspirations, and measurable outcomes aligned with Mahe’s boutique destination positioning.

The integration of both frameworks ensures that the strategy is:

1. Grounded in on-ground realities
2. Forward-looking and outcome-oriented
3. Aligned with stakeholder aspirations and policy priorities.

### 8.1. SWOT vs SOAR for Tourism Planning

| Aspect               | SWOT Analysis   | SOAR Analysis   |
|----------------------|---|---|
| <b>Full Form</b>     | Strengths, Weaknesses, Opportunities, Threats               | Strengths, Opportunities, Aspirations, Results                          |
| <b>Orientation</b>   | Diagnostic & evaluative (problem-focused)                   | Appreciative & aspirational (vision-focused)                            |
| <b>Approach Type</b> | Traditional strategic planning                              | Appreciative inquiry and outcome-driven                                 |
| <b>Tone</b>          | Analytical and defensive – balances positives and negatives | Constructive and motivational – builds on positives                     |
| <b>Best Used For</b> | Situational assessment, identifying risks and constraints   | Vision building, tourism branding, and development strategy formulation |
| <b>Outcome Focus</b> | Risk management and issue mitigation                        | Growth, innovation, and stakeholder alignment                           |

## 8.2. SWOT–SOAR Matrix: Mahe Tourism Strategic Plan

| <b>Strengths (S)</b>   | <b>Weaknesses (W)</b>   | <b>Opportunities (O)</b>   |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Distinct Indo-French heritage and colonial architecture</li> <li>• Scenic coastal and riverine landscape</li> <li>• Compact, walkable geography suitable for boutique tourism</li> <li>• Peaceful ambience ideal for experiential and slow tourism</li> <li>• Proximity to major Kerala destinations (Kannur, Thalassery, Wayanad)</li> <li>• Strong community cohesion and cultural pride</li> </ul> | <ul style="list-style-type: none"> <li>• Limited quality accommodation and premium tourism facilities</li> <li>• Inadequate public amenities, signage, and visitor services</li> <li>• Low destination visibility and weak branding</li> <li>• Dependence on Kerala’s transport infrastructure</li> <li>• Fragmented tourism products and lack of integration.</li> </ul> | <ul style="list-style-type: none"> <li>• Positioning as a Boutique Coastal Heritage Destination</li> <li>• Cluster-based tourism development (heritage, wellness, lifestyle, rural)</li> <li>• Growing demand for weekend, wellness, and experiential tourism</li> <li>• PPP potential in hospitality, waterfronts, and retail</li> <li>• Scope for seaplane and inter-enclave tourism circuits</li> </ul> |
| <b>Threats (T)</b>   | <b>Aspirations (A)</b>  | <b>Results (R)</b>   |
| <ul style="list-style-type: none"> <li>• Risk of over-commercialization affecting local character</li> <li>• Environmental sensitivity of coastal and river ecosystems</li> <li>• Seasonal tourism fluctuations</li> <li>• Inter-state coordination challenges with Kerala</li> <li>• Cultural dilution if community participation is weak</li> </ul>  | <ul style="list-style-type: none"> <li>• Position Mahe as a Boutique Coastal Destination</li> <li>• Become a model for sustainable, community-led tourism</li> <li>• Offer high-quality, immersive visitor experiences</li> <li>• Preserve heritage, ecology, and local identity</li> </ul>   | <ul style="list-style-type: none"> <li>• Improved tourist satisfaction and longer stays</li> <li>• Increased local employment and entrepreneurship</li> <li>• Strong brand visibility for Mahe within UT Puducherry</li> <li>• Balanced, sustainable tourism growth</li> </ul>   |

This dual approach strengthens the credibility, clarity, and implementability of the plan, making it suitable for decision-makers, investors, and community stakeholders alike. Further it ensures the proposal remains both grounded in reality and guided by aspiration, effectively addressing existing challenges while steering Mahe’s transformation into a sustainable boutique destination.

### **Tourism Business Strategy for Mahe**

Mahe’s tourism business strategy shall leverage its strategic location within Kerala’s globally recognised tourism landscape while offering a distinct boutique coastal and heritage experience. By integrating Mahe into established Kerala tourism circuits—covering beaches, backwaters, wellness, culture, and cuisine—the destination can tap into existing visitor flows and market demand. Strong road, rail, and air connectivity through nearby Kerala hubs will be utilised to position Mahe as an accessible short-stay and experiential add-on destination. The strategy focuses on quality-led tourism, local enterprise participation, and experience-based offerings rather than volume-driven growth. This approach enables Mahe to benefit from Kerala’s brand equity while building its own differentiated tourism identity.

### **Tourist Arrival Projections for Mahe (2035)**

By 2035, Mahe is projected to receive around one lakh domestic tourists from over 17000 currently, along with an estimated 4 lakh day visitors. Given its limited area of 9 sq. km, Mahe shall adopt a controlled, quality-led growth model, managing tourism within defined carrying-capacity limits to protect environmental integrity, urban liveability, and its coastal and heritage character. Distinct planning measures will address day-visitor pressure on public spaces, mobility, and urban services, ensuring a high-quality experience for both residents and visitors.

## 2. Destination Branding Strategy and the Integration of “Mayyazhi” as a Cultural Tourism Identity



### 1. Background

The name *Mahe* is firmly established in administrative, legal, and historical records. Simultaneously, the region has long been known locally as *Mayyazhi*, a traditional Malayalam name deeply embedded in indigenous culture, oral traditions, and literary narratives.

Historical interpretations regarding the origin of the name *Mahe* remain inconclusive. Certain accounts associate it with French colonial influence, while alternative narratives suggest that *Mayyazhi* is a descriptive term linked to the region’s river-mouth geography, which may have been linguistically adapted during the colonial period. In the absence of definitive documentary evidence establishing a singular origin, both interpretations continue to coexist within scholarly discourse and public memory.

## 2. Need for a Balanced Branding Approach

In contemporary tourism development, *authenticity, cultural sensitivity, and place-based narratives* are central to destination competitiveness. As tourism destinations increasingly seek to balance *global visibility with local authenticity*, there is a need for a branding approach that strengthens Mahe's market positioning without diluting its indigenous cultural identity. Therefore a compelling case for adopting a dual-layer-destination branding framework is proposed that:

- Preserves administrative continuity and legal clarity, and
- Elevates indigenous cultural expression for tourism, interpretation, and visitor engagement.

## 3. Proposed Branding Strategy

### 3.1. Brand Hierarchy:

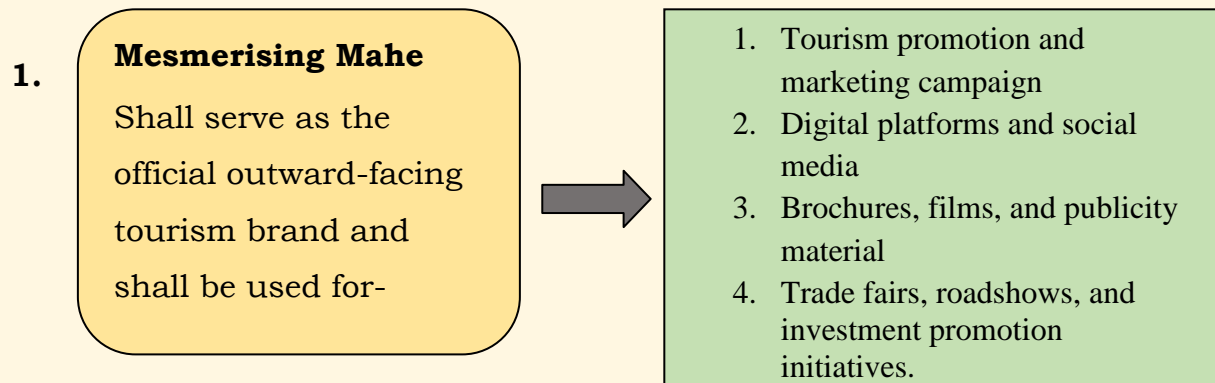


|  |   |                             |
|--|---|-----------------------------|
| <b>1. Mesmerising Mahe</b>             | → | Primary Destination Brand   |
| <b>2. Mayyazhi</b> (Cultural Identity) | → | Tourism Events & Activities |
| <b>3. Mahe (Mayyazhi)</b>              | → | Interpretation Boards &     |
| Heritage                               |   | Displays                    |

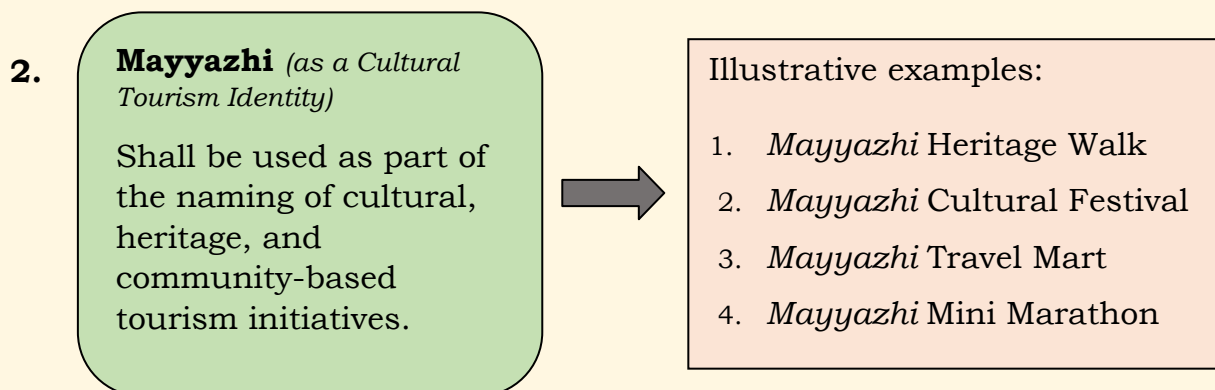
This hierarchy ensures clarity, consistency, and ease of adoption across tourism-related departments and stakeholders.

## 3.2 Application Framework

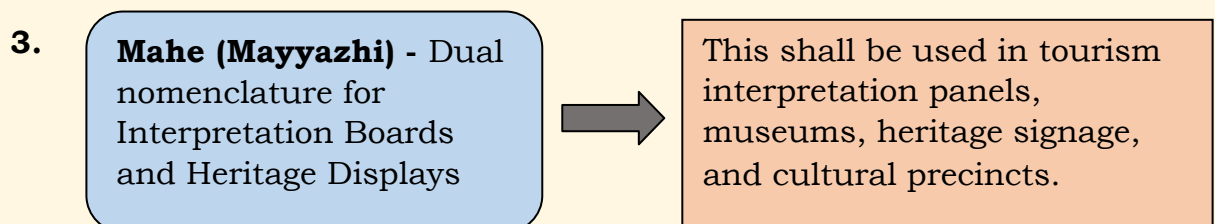
### a) Destination Promotion and Marketing



The brand “**Mesmerising Mahe**” positions Mahe as a scenic, culturally rich, and experience-driven destination, with flexibility to accommodate diverse tourism themes such as heritage, wellness, nature, gastronomy, and community-based tourism.



This enables the integration of indigenous identity into visitor-facing experiences while allowing creative and thematic flexibility.



This approach ensures visitor clarity, supports wayfinding and comprehension, and simultaneously introduces tourists to the indigenous name and its cultural context.

## 4. Strategic Justification

### 4.1 Cultural & Heritage Justification

- Mayyazhi is deeply embedded in the Malayalam language, oral traditions, folk narratives, and collective memory of the local community.
- The term authentically reflects the region's natural geography, signifying the confluence of river and sea, which is a defining physical and cultural characteristic of the area.
- The continued and widespread local usage of the name *Mayyazhi* indicates its status as a living cultural identifier, rather than a historical relic.
- Recognizing *Mayyazhi* for tourism purposes supports the preservation of indigenous cultural expressions while strengthening regional identity.

### 4.2 Tourism Development Justification

- Contemporary global tourism trends increasingly favour destinations that foreground indigenous identity, authentic narratives, and place-based storytelling.
- Culturally rooted names significantly enhance destination differentiation, emotional resonance, memorability, and brand recall in competitive tourism markets.
- *Mayyazhi* provides a narrative-rich cultural identity, well aligned with:
  - a) Heritage and cultural tourism initiatives
  - b) Festivals, cultural events, and interpretive programmes
  - c) Waterfronts, trails, viewpoints, and experiential tourism products.

The integration of *Mayyazhi* enables the development of thematic tourism offerings that connect history, landscape, language, and community participation, thereby enriching visitor experience and encouraging longer engagement.

#### **4.3 Policy & Governance Justification**

1. Avoids administrative disruption or legal ambiguity by retaining the officially recognised destination name.
2. Respects historical plurality rather than enforcing a definitive but unproven narrative.
3. Aligns with internationally accepted principles of inclusive, community-centric heritage interpretation.
4. Allows for clear governance through defined branding hierarchy and application guidelines.

### **5. Applications in Tourism Development**

The Mayyazhi cultural tourism identity may be operationalised through the following thematic initiatives:

- Mayyazhi Heritage Walks
- Mayyazhi River & Estuary Experiences
- Mayyazhi Festivals & Cultural Events
- Mayyazhi Ayurveda & Wellness Tourism
- Mayyazhi Homestay

### **6. Expected Outcomes**

- Strengthened destination identity rooted in cultural authenticity.
- Enhanced visitor understanding engagement, and experiential depth.
- Increased community participation, and sense of ownership.
- Long-term sustainability through inclusive heritage representation.

## Conclusion

In the absence of conclusive historical evidence supporting a singular origin of the name *Mahe*, and in recognition of the deep cultural, linguistic, and geographical significance of *Mayyazhi*, the proposed branding strategy aligns with the principles of inclusive and community-centric tourism development. While *Mesmerising Mahe* functions as the outward-facing destination brand, the structured integration of “*Mayyazhi*” enables the meaningful representation of indigenous cultural identity. This balanced approach strengthens tourism appeal without diluting local heritage, fostering both visitor engagement and community pride. Overall, the proposed strategy constitutes a future-oriented tourism policy intervention that enhances Mahe’s destination profile while safeguarding its indigenous heritage for the long term.

### 3. Production of a Promotional Video for Tourism Development of Mahe (Mayyazhi)

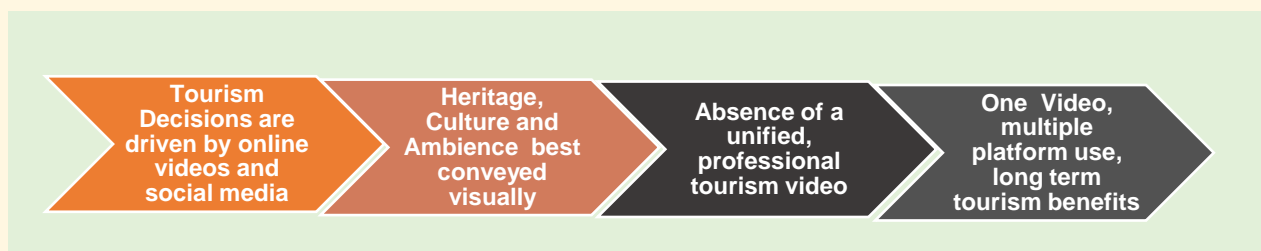
#### 1. Introduction

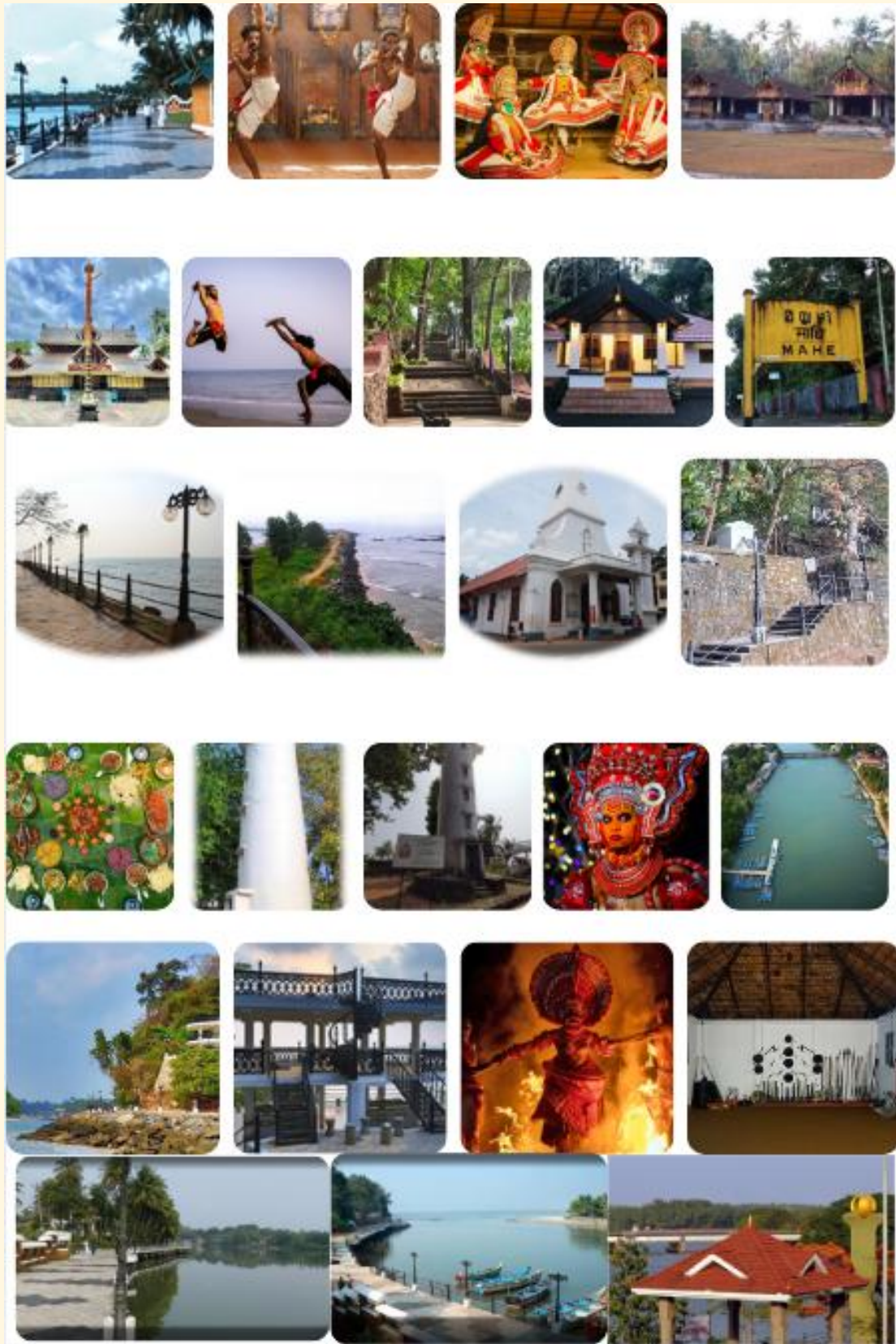
Despite its rich historical and cultural assets, Mahe remains under-promoted as a tourism destination when compared to its potential.

In the contemporary tourism landscape, visual digital media, particularly professionally produced promotional videos, has emerged as one of the most effective tools for destination branding, outreach, and visitor engagement. In this context, it is proposed to produce a high-quality promotional video for Mahe to enhance its visibility, improve destination perception, and support sustainable tourism development.

#### 2. Need for a Promotional Video

1. Tourism decisions today are largely influenced by digital and visual content, especially videos circulated through websites and social media platforms.
2. Mahe's strengths lie in its atmosphere, heritage, and lived culture, which are best, communicated through visual storytelling rather than static print material.
3. At present, there is no comprehensive, professionally curated promotional video that presents Mahe's identity, heritage, and tourism appeal in an integrated manner.
4. A single well-produced video can serve multiple purposes over several years, making it a cost-effective and high-impact intervention.





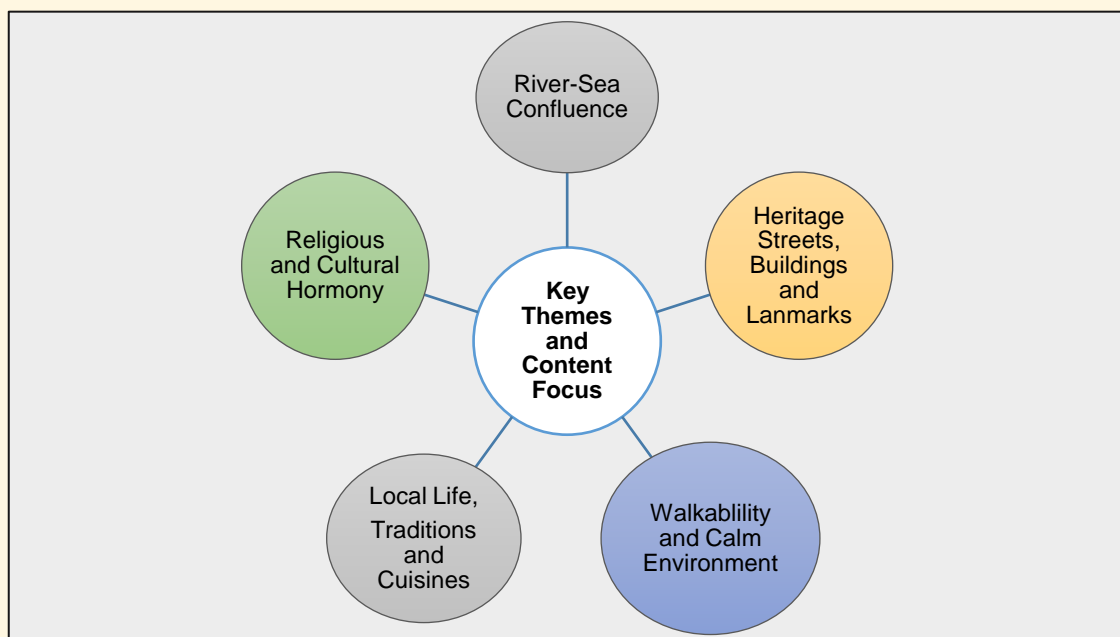
### 3. Objectives of the Video Production

*The proposed promotional video aims to:*



1. Position Mahe as a distinct heritage and experiential tourism destination.
2. Highlight the town's riverine-coastal geography, cultural diversity, and historic character.
3. Create emotional connect and curiosity among potential visitors.
4. Improve Mahe's digital visibility across tourism platforms.
5. Support sustainable and responsible tourism by promoting low-impact, culture-sensitive travel.

### 4. Key Themes and Content Focus



***The video shall focus on the following themes:***

- River–sea confluence and coastal landscape
- Heritage streets, historic buildings, and landmarks
- Religious and cultural harmony
- Local life, traditions, and cuisine
- Walkability, calm environment, and slow tourism appeal
- Subtle introduction of the cultural identity of Mayyazhi as part of heritage interpretation

The narrative shall avoid overcrowded or commercial imagery and instead project Mahe as a peaceful, authentic, and culturally rich micro-destination.

**5. Indicative Specifications**

- **Duration:** 3–5 minutes (with shorter edits for social media use)
- **Language Versions:** English (primary), with subtitles / versions in Malayalam and Tamil, if required
- **Format:** High-definition digital format suitable for web, exhibitions, and presentations
- **Style:** Cinematic, story-driven, heritage-focused

**6. Target Platforms for Use**

The video may be utilized across:

- Official Tourism Department websites and social media handles
- Digital campaigns and online promotions
- Tourism fairs, exhibitions, and roadshows
- Museums, interpretation centres, and visitor facilitation centres
- Educational and cultural promotion events.

**7. Expected Outcomes**

- Enhanced awareness and positive perception of Mahe as a tourism destination
- Increased tourist interest and footfall, particularly among cultural and experiential travellers
- Improved branding consistency for Mahe in tourism communication

- Support to local tourism stakeholders such as homestays, cafés, guides, and small businesses

## **8. Implementation Approach**

It is proposed that the video production may be undertaken through:

- A professional agency / filmmaker with experience in tourism and heritage documentation, or
- A government-approved empanelled media agency

Content development shall be carried out in consultation with Tourism / Art & Culture Departments to ensure historical accuracy, cultural sensitivity, and policy alignment.

## **Conclusion**

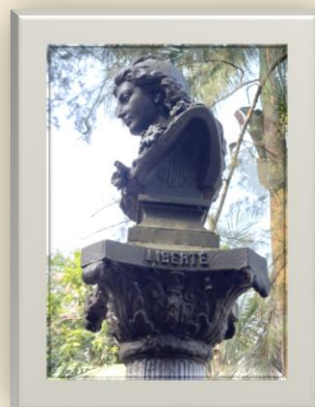
The proposed promotional video is a strategic, low-cost, and high-impact initiative that will significantly contribute to tourism promotion, heritage communication, and sustainable destination development in Mahe. It will also serve as a foundational branding asset for future tourism projects and initiatives.

## 4. Reviving the French–Kerala Heritage of Mahe (Mayyazhi)

### 1. Introduction

Mahe (historically known as Mayyazhi) is a culturally unique coastal town with a layered history shaped by French and British colonial encounters and a strong Malayali cultural foundation. Despite possessing valuable heritage assets—historic churches, colonial buildings, bridge, streets, and natural landmarks—the heritage character of Mahe remains under-represented and visually understated.

This proposal aims to revive, reveal, and re-present Mahe’s heritage, positioning it as a distinct Heritage Town within the Union Territory of Puducherry and on India’s cultural tourism map.



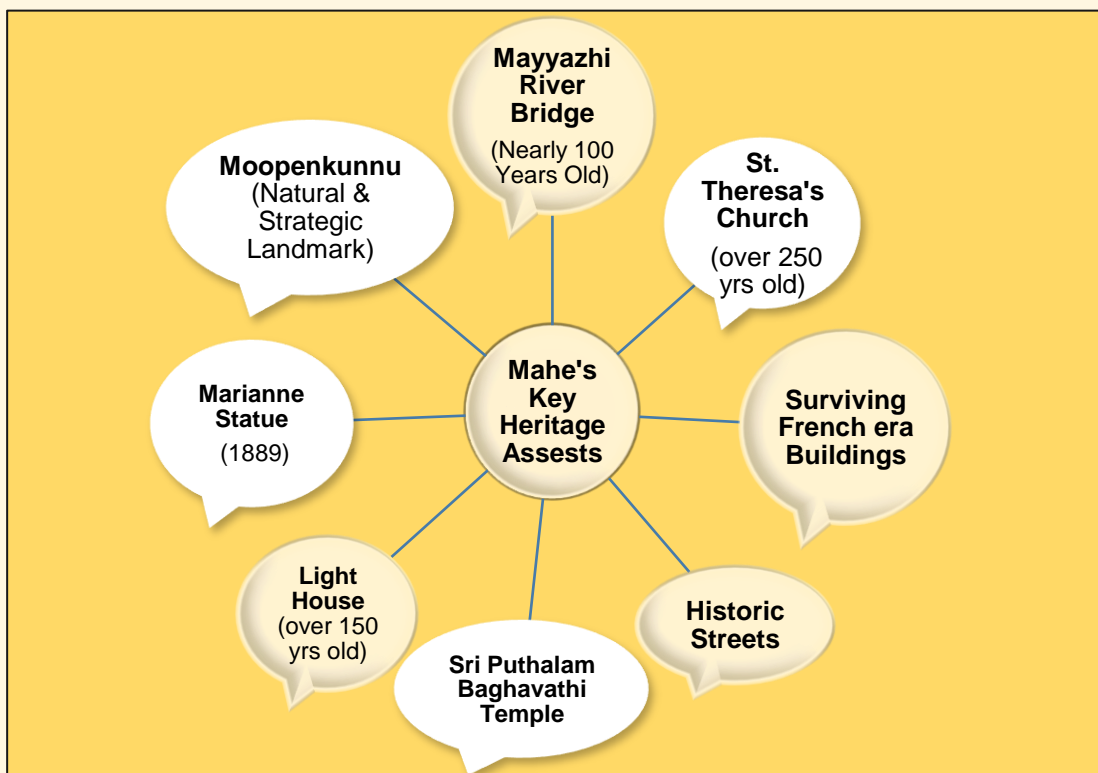
## 2. Historical Significance of Mahe

- Former French colony with repeated transitions between French and British rule
- Strategic coastal settlement on the Malabar Coast
- Strong French administrative, religious, and architectural influence blended with Kerala traditions
- A living example of French–Kerala cultural synthesis

## 3. Need for Heritage Revival

- Heritage assets are fragmented and poorly interpreted
- French–Kerala identity is not visually legible
- Museum space is small and under-curated
- Streets and landmarks lack storytelling elements
- Tourism potential remains largely untapped

## 4. Key Heritage Assets in Mahe



## 5. Proposal Objectives

1. Establish Mahe as a recognised Heritage Town
2. Enhance heritage visibility and legibility
3. Preserve and interpret French–Kerala cultural identity
4. Promote heritage-led tourism
5. Engage the local community as custodians of heritage

## 6. Proposed Strategy for Heritage Visibility

### 6.1 Identification & Documentation

- Conduct a Heritage Building Identification & Listing Exercise
- Assets may be Categorised as:
  - **Grade I** – National/Regional Importance
  - **Grade II** – Architectural & Cultural Value
  - **Grade III** – Streetscape & Contextual Value Prepare basic heritage data sheets for each structure

### 6.2 Heritage Streets & Precincts

- Develop heritage-themed streetscapes on Church Road and Cemetery Road
- Introduce trilingual street signage (French–Malayalam–English)
- Restore historic street names alongside current names

### 6.3 Interpretation & Storytelling

- Install heritage panels, plaques, and QR-based digital storytelling
- Curate heritage walks linking lighthouse, church, bridge, hillock, and riverfront
- Expand or reimagine the museum as a living heritage interpretation centre

### 6.4 Cultural Programming

- Organize French–Kerala cultural festivals
- Periodic street performances, heritage talks, and storytelling sessions
- Traditional music, food fairs, and historical re-enactments

### 6.5 Visual Identity & Branding

- Adopt a unified French–Kerala heritage design language
- Heritage lighting for monuments and public spaces

- Promote Mahe as “Mayyazhi – Where River, Sea, Kerala & France Meet”

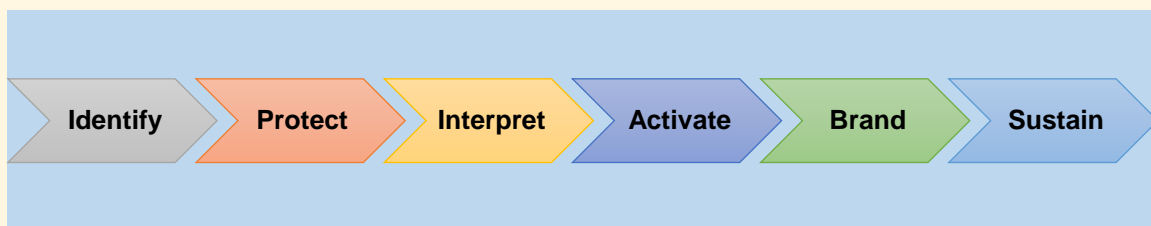
## 7. Tourism Outcomes

- Establishes Mahe as a boutique heritage destination
- Attracts culturally sensitive and quality tourists
- Enhances community pride and participation
- Supports sustainable, low-impact tourism
- Creates “Instagrammable” yet meaningful heritage spaces

## 8. Key Principle

Mahe does not need large Monuments, It needs visibility, storytelling and experience design.

## 9. One line road map



## Conclusion

Mahe does not lack heritage, it lacks visibility and storytelling. By activating streets, landmarks, stories, and experiences, Mahe can confidently position itself as one of India’s most distinctive small heritage towns.

## 5. Proposal for Heritage Interpretation, Expansion, and Digital Transformation of Mahe Museum



**(Proposed to be implemented through convergence of funds, including financial assistance under the Museum Grant Scheme of the Ministry of Culture, Government of India)**

### 1. Background

Mahe, a coastal enclave of the Union Territory of Puducherry, possesses a distinct historical and cultural identity shaped by its riverine-coastal geography and prolonged association with French and British colonial administrations. The town has experienced multiple political transitions and has played an important role in regional trade, administration, and the freedom movement. However, Mahe presently lacks a comprehensive and engaging heritage interpretation facility capable of effectively communicating this significance to visitors, students, and researchers. The existing Mahe Museum, with its limited collection and constrained physical space, does not adequately function as a tourism, educational, or interpretive facility. The absence of a structured thematic organisation and digital interpretation has further limited its effectiveness and visitor appeal.

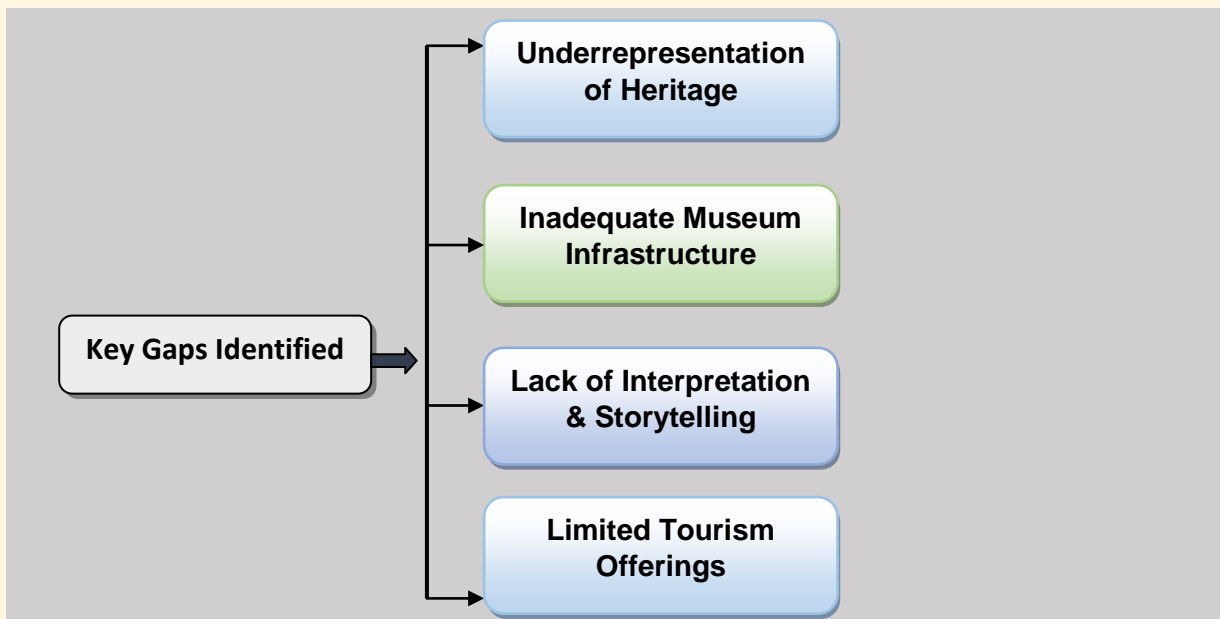
In the context of the growing emphasis on heritage and experiential tourism, there is a strong justification for expanding and upgrading the Mahe Museum and repositioning it as a Heritage Interpretation and Tourism Anchor Centre.



Existing Museum

## 2. Need for the Project

The Museum is underutilized and the Heritage Potentials are Untapped



**The proposed expansion required on the following grounds:**

1. Mahe's heritage assets are underrepresented in the current tourism landscape.
2. Existing museum infrastructure is inadequate for tourism, education, and outreach.
3. Modern museums rely not only on artifacts but on storytelling, interpretation, and digital engagement, which are presently absent.
4. There is a need for an all-weather, family-friendly, and educational attraction to complement beach, riverfront, and heritage walk initiatives.
5. The museum can function as a central orientation hub for heritage tourism in Mahe.

Expanding and digitally transforming the museum will address these gaps and significantly enhance Mahe's cultural tourism profile.

### **3. Vision and Objectives**

#### **Vision**

To transform the existing Mahe Museum into an immersive, digitally enabled heritage interpretation centre that narrates Mahe's unique historical, cultural, and maritime legacy and serves as a core tourism anchor for the town.

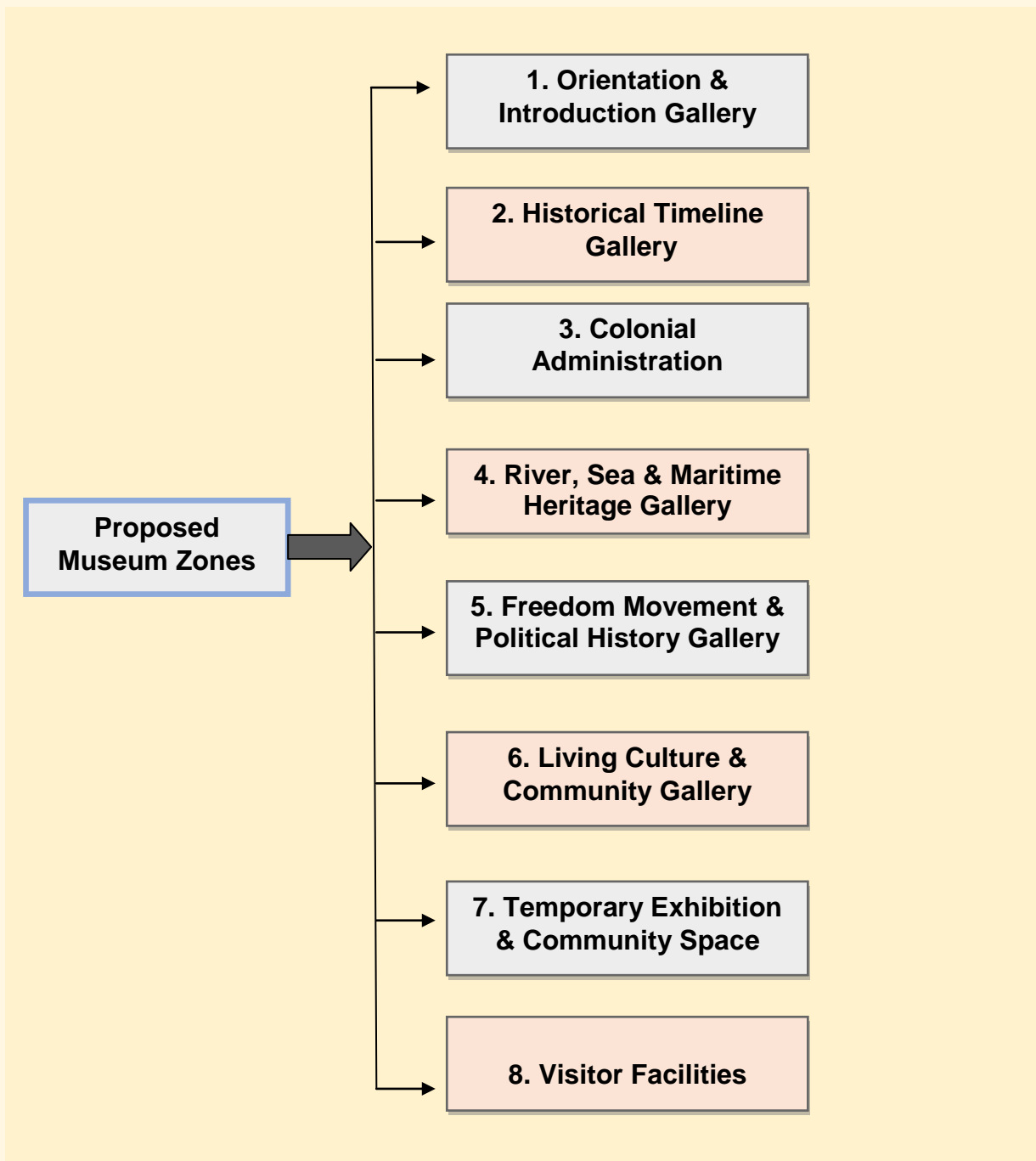
#### **Objectives**

- To preserve and interpret Mahe's colonial, cultural, and political history in a structured manner
- To enhance visitor experience through interactive and digital technologies
- To promote heritage-based tourism and increase visitor dwell time
- To support education, research, and community engagement
- To integrate the museum with heritage walks and town-level tourism circuits.

## 4. Proposed Scope of Expansion

### 4.1 Physical Expansion and Reorganisation

*The expanded museum may be organised into the following zones:*



## 4.2. Proposed Functional Zoning of the Museum

|          |  |   |
|----------|--|---|
| <b>1</b> | <b>Orientation and Introduction Gallery</b>              | <ul style="list-style-type: none"> <li>○ Overview of Mahe's geography, history, and significance</li> <li>○ Visitor information and heritage map display</li> </ul>                             |
| <b>2</b> | <b>Mahe Through Time – Historical Timeline Gallery</b>   | <ul style="list-style-type: none"> <li>○ Pre-colonial, French, British, and post-independence periods</li> <li>○ Chronological narrative using panels, maps, and reproductions</li> </ul>       |
| <b>3</b> | <b>Colonial Administration and Everyday Life Gallery</b> | <ul style="list-style-type: none"> <li>○ Governance, trade, education, and daily life during colonial periods</li> <li>○ Artefacts, replicas, photographs, and interpretive graphics</li> </ul> |
| <b>4</b> | <b>River, Sea, and Maritime Heritage Gallery</b>         | <ul style="list-style-type: none"> <li>○ Role of the Mahe River and Arabian Sea</li> <li>○ Trade routes, fishing traditions, and port-related activities</li> </ul>                             |
| <b>5</b> | <b>Freedom Movement and Political History Gallery</b>    | <ul style="list-style-type: none"> <li>○ Mahe's role in India's freedom struggle</li> <li>○ Local leaders, movements, and political transitions</li> </ul>                                      |
| <b>6</b> | <b>Living Culture and Community Gallery</b>              | <ul style="list-style-type: none"> <li>○ Language, cuisine, festivals, and cultural practices</li> <li>○ Oral histories and community narratives</li> </ul>                                     |
| <b>7</b> | <b>Temporary Exhibition and Community Space</b>          | <ul style="list-style-type: none"> <li>○ Rotating exhibitions, workshops, and cultural programmes</li> </ul>  |
| <b>8</b> | <b>Visitor Facilities</b>                                | <ul style="list-style-type: none"> <li>○ Reception, interpretation desk, seating, and basic amenities</li> </ul>  |

## 5. Digital Museum Component

Recognising the limited availability of original artefacts, the proposal strongly emphasises the integration of digital and immersive technologies.

### 5.1 On-site Digital Features

- Interactive touch screens with layered historic maps and timelines
- Audio-visual presentations and short documentary films
- Multilingual content (English, Malayalam, and French)
- Digital kiosks for archival photographs and documents

### 5.2 Immersive and Advanced Technologies (Phase-wise)

- Augmented Reality (AR) and Virtual Reality (VR) experiences showcasing:
  - Colonial-era Mahe streetscapes
  - Historic events and maritime activities

### 5.3 Online Digital Museum

- Virtual tours of galleries
- Digitised archives for educational access
- QR-code-based interpretation linked to town heritage sites

## 6. Role of the Museum in the Development of Tourism in Mahe

***The expanded Mahe Museum shall function as:***

- A starting point for heritage walk tours
- An interpretation and orientation centre for visitors
- A venue for cultural events, lectures, and school programmes
- A year-round attraction that enhances visitor stay and spending

The museum shall integrate with nearby heritage assets such as historic churches, lighthouse, riverfront, hillocks, and heritage streets.

***The project may be implemented through convergence of funds from Ministry of Culture and Tourism with scope for CSR and PPP support, particularly for digital components.***

### **6.1. Expected Outcomes**

- Enhanced visibility of Mahe as a heritage destination
- Increased tourist footfall and dwell time
- Improved educational and research infrastructure
- Sustainable, low-impact tourism development

### **Conclusion**

The proposed expansion and digital transformation of the Mahe Museum represents a strategic, sustainable, and high-impact intervention for heritage conservation and tourism promotion. By repositioning the museum as a Heritage Interpretation and Tourism Anchor Centre, Mahe can effectively showcase its unique historical narrative while creating long-term cultural, educational, and economic value.

## 6. Installation of Puducherry Style Entrance Arch Structures at Mahe Entry Points



### 1. Introduction

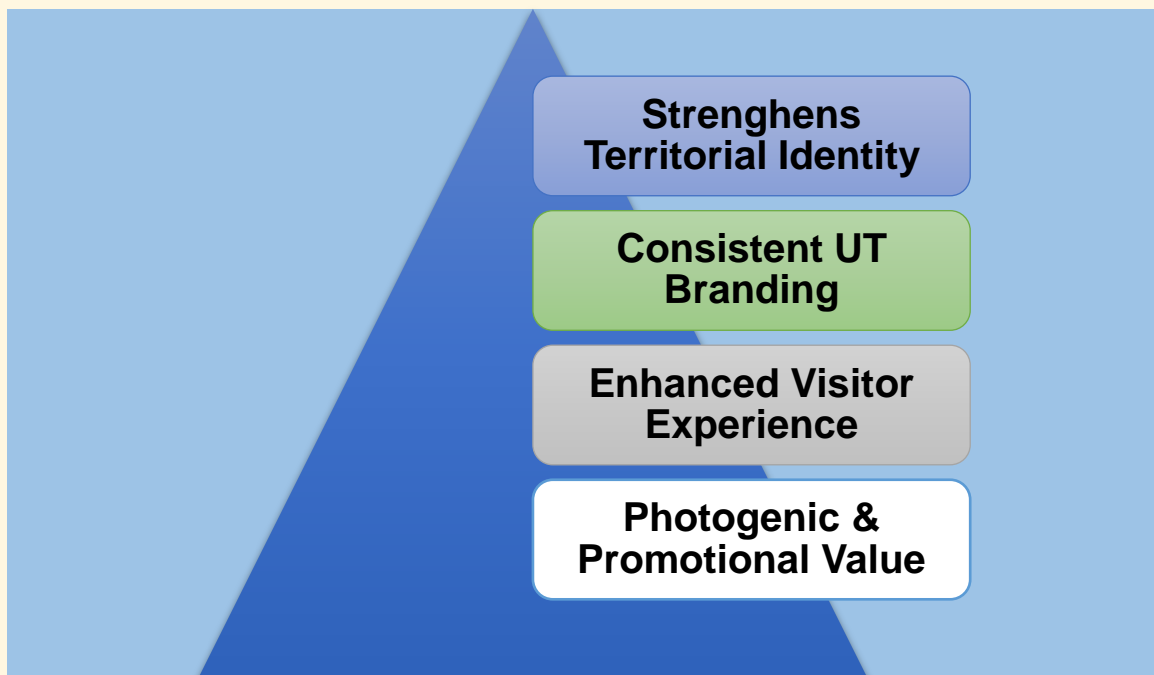
The Puducherry Entrance Arch is a prominent symbolic structure representing the heritage, administrative identity, and welcoming character of the Union Territory. Installed at strategic entry points in Puducherry, it serves as a formal gateway that marks the territorial boundary and reinforces Puducherry's cultural and historical identity.

***Replicating this structure in Mahe will strengthen visual continuity among all Puducherry enclaves and enhance the sense of belonging to a unified Union Territory.***

## 2. Purpose for Mahe

- To establish a visually distinct gateway at Mahe’s entry points to clearly signify arrival into Puducherry territory.
- To reinforce Mahe’s historical, cultural, and administrative connection with the Union Territory of Puducherry.
- To provide a heritage-inspired landmark that enhances visitor orientation and creates a strong first impression.
- To ensure uniform branding across all Puducherry enclaves, contributing to the concept of “*One Union Territory – Multiple Experiences.*”

## 3 Tourism and Branding Benefits



1. **Strengthened Territorial Identity:** Helps visitors easily identify entry into Puducherry territory, reinforcing Mahe’s administrative significance.

2. **Consistent UT Branding:** Creates a recognizable, unified gateway symbol across all four Puducherry regions—Puducherry, Karaikal, Mahe, Yanam.
3. **Enhanced Visitor Experience:** Acts as a welcoming landmark, improving orientation and creating a memorable first impression for tourists.
4. **Photogenic & Promotional Value:** Serves as a ready-made photo spot and promotional icon, increasing Mahe’s visibility through social media and tourism campaigns.

## Conclusion

The installation of Puducherry Entrance Arch structures at Mahe’s entry points will serve as a powerful symbolic and functional intervention, reinforcing Mahe’s identity as an integral part of the Union Territory of Puducherry. Beyond marking territorial entry, the arch will act as a heritage-inspired gateway, offering visitors a clear sense of arrival, orientation, and welcome. By ensuring visual continuity and consistent branding across all Puducherry enclaves.

## 7. Establishment of Tagore Cultural Complex in Mahe

(Under Ministry of Culture's Financial Assistance for Tagore Cultural Complexes (TCC) Scheme)



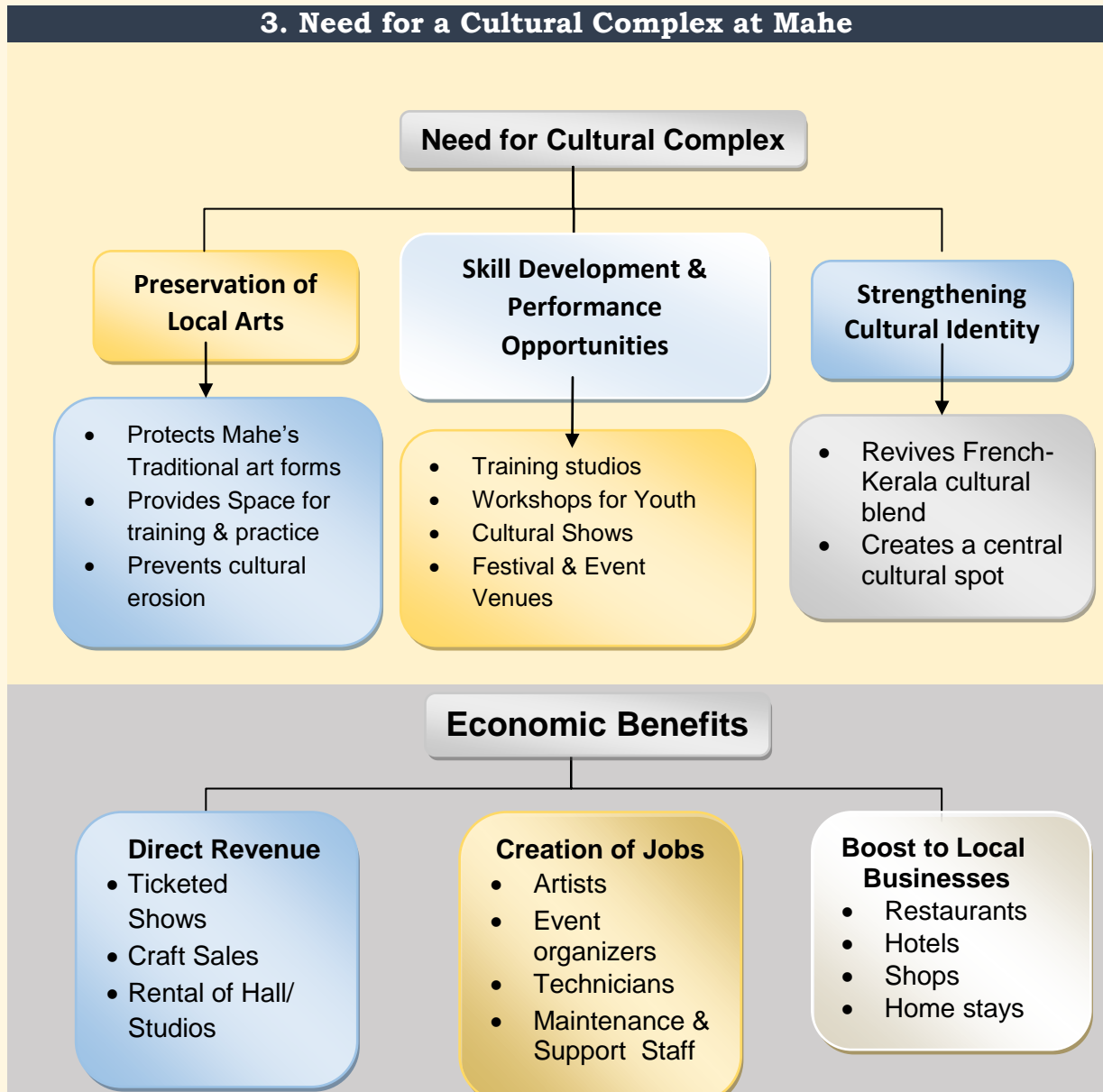
### 1. Introduction

Mahe is a uniquely positioned cultural landscape where **French colonial heritage, Kerala traditions, local folk arts, and Malayalam literary references** intersect to create a distinct identity. However, many of these cultural elements are inadequately represented and lack a dedicated platform for preservation, promotion, and community engagement. Establishing a **Cultural Complex** in Mahe is essential to safeguard this heritage, nurture local talent, and strengthen Mahe's identity as a boutique cultural destination.

### 2. Proposed Facilities in the Tagore Cultural Complex

- Multipurpose performance auditorium
- Open-air theatre
- Art and craft studio spaces
- Heritage museum and documentation centre
- Cultural library and reading room.

- Exhibition galleries
- Training halls for music, dance, and theatre
- Handicraft and local product kiosks
- Tourist information and interpretation centre
- Café, landscaped courtyards, and public gathering zones.



## 4. Financial Assistance

The financial assistance schemes of the *Ministry of Culture* shall be utilized to establish the **Tagore Cultural Complex (TCC) at Mahe**.

The following schemes are relevant:

### 4.1. Financial Assistance for Construction of Tagore Cultural Complexes (TCC), by Ministry of Culture.

Financial assistance under the scheme component for any project will normally be up to a maximum of Rs. 15.00 crores.

Visit for more details

<https://culture.gov.in/offering/schemes-services/financial-assistance-tagore-cultural-complexes-tcc>

### 4.2. Financial Assistance for Building Grants including Studio Theatres

#### 1. (Maximum 25 lakhs)

Grants given to projects for creating cultural spaces, which will include:

#### 1.1 Conventional Cultural Spaces for Performing Arts:

Performance venues like Auditoria, Open-air Theatres, Concert Halls. Rehearsal halls for Theatre/ Music/ Dance. Training Centres/ Schools for Theatre/ Music/ Dance etc.

**1.2 Flexible Spaces**, i.e., Studio Theatres, etc.: Non-proscenium rehearsal-cum-performance spaces, referred to as Studio Theatre or Experimental Theatre.

#### 1.3. **Scheme of Financial Assistance for Creation of Cultural Infrastructure. (Maximum of 150 Lakhs)**

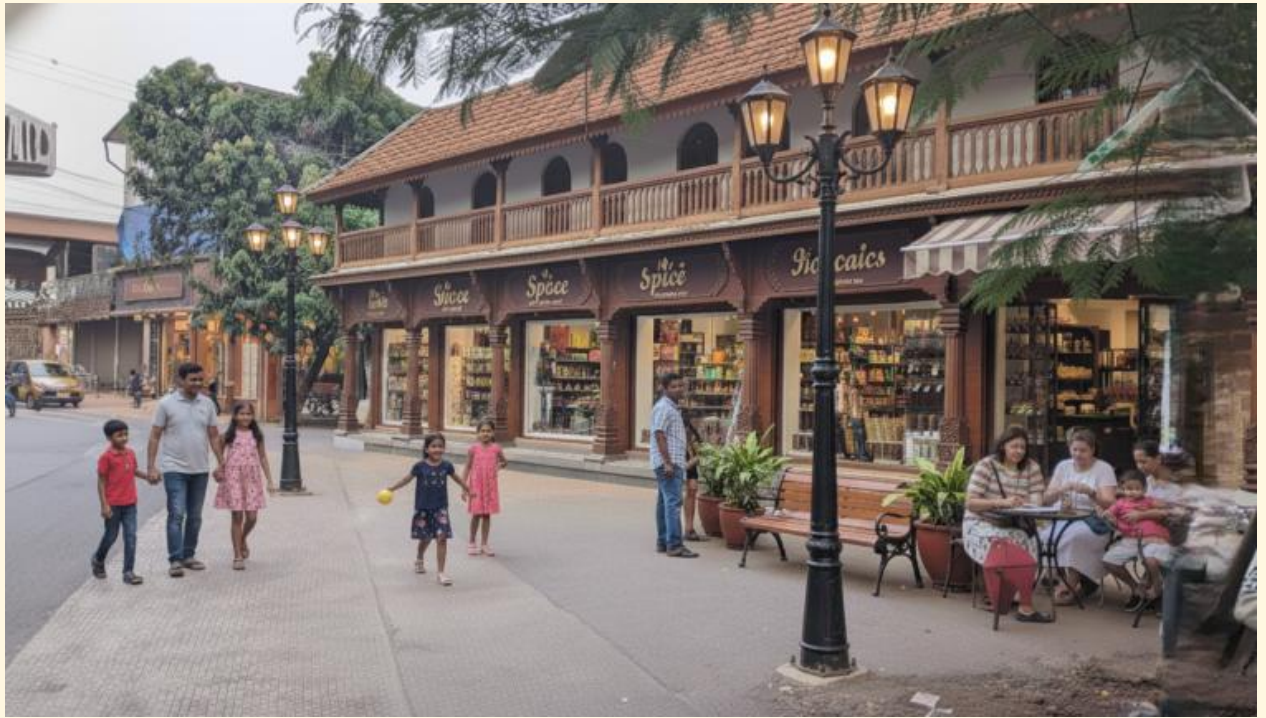
The objective of this scheme sub-component is to provide **financial assistance for creation of assets for enhancing the audio-visual spectacle for allied cultural activities to give firsthand experience of live performances on regular basis and during festivals** in open/closed areas/spaces where large numbers of tourists/visitors come regularly and during major events/festivals the number of visitors swells to lakhs

## **Conclusion**

A Cultural Complex in Mahe is not just a building but an investment in heritage preservation, community development, tourism growth, and economic enrichment.

It safeguards Mahe's cultural identity, provides a dignified space for artists, enriches visitor experience, strengthens social fabric, and drives sustainable economic benefits for the region.

## 8. Enhancing the Heritage Façade at Cemetery Road Junction



### 1. Context

Mahe's cemetery road junction serves as a key gateway to Mahe's heritage core, linking the town's riverfront, beach, and French-era precincts.

The Cemetery Road Junction has strong potential to be transformed into a vibrant and culturally expressive landmark, creating a welcoming and engaging space for families, tourists, and the local community

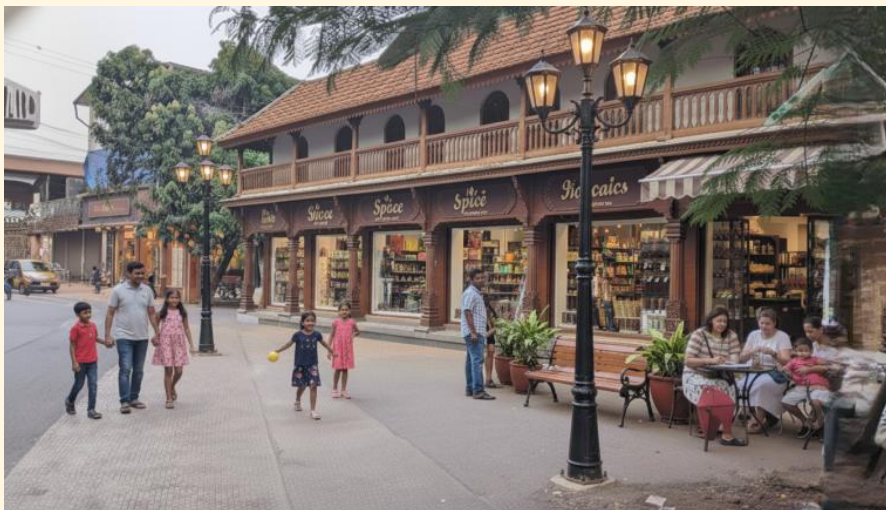
**Currently, liquor shops surround the junction, creating an uncomfortable environment for families, women, and children, particularly during evenings and night-time.** This situation limits the junction's potential as a tourism and cultural site.

## 8.1 Enhancing the Heritage Façade at Cemetery Road Junction

### Existing Landscape



### Projected Landscape



Picture 1



Picture 2



**Picture-1:** Proposed Heritage Enhancement Model for Cemetery Junction.

**Picture-2:** Proposed model to integrate the wineshop into a heritage-compatible, aesthetically treated structure



## 2. Why redesigning the existing landscape is important for Mahe?

- Removes visual clutter from clustered liquor outlets and creates an attractive heritage-themed gateway that reflects Mahe's French-Kerala identity.
- Reduces discomfort caused by loitering, improves perceived safety, and encourages women, children, and families to use the space confidently.
- Creates a clean, appealing environment that enables the junction to function as a heritage landmark and strengthens Mahe's boutique tourism vision.
- Replaces low-value liquor-dominated land use with cafés, kiosks, public amenities, and increased footfall from quality visitors.
- Reinforces Mahe's French-Kerala heritage character and projects the town as a safe, culturally rich, family-friendly destination.
- Introduces landscaping, street furniture, public art, and heritage elements to transform the junction into a vibrant and inclusive public space.

In cases where relocating the liquor shops are not feasible, they may be advised and supported through possible subsidies to redesign their elevations with a heritage compatible façade that aligns with the proposed urban aesthetic.

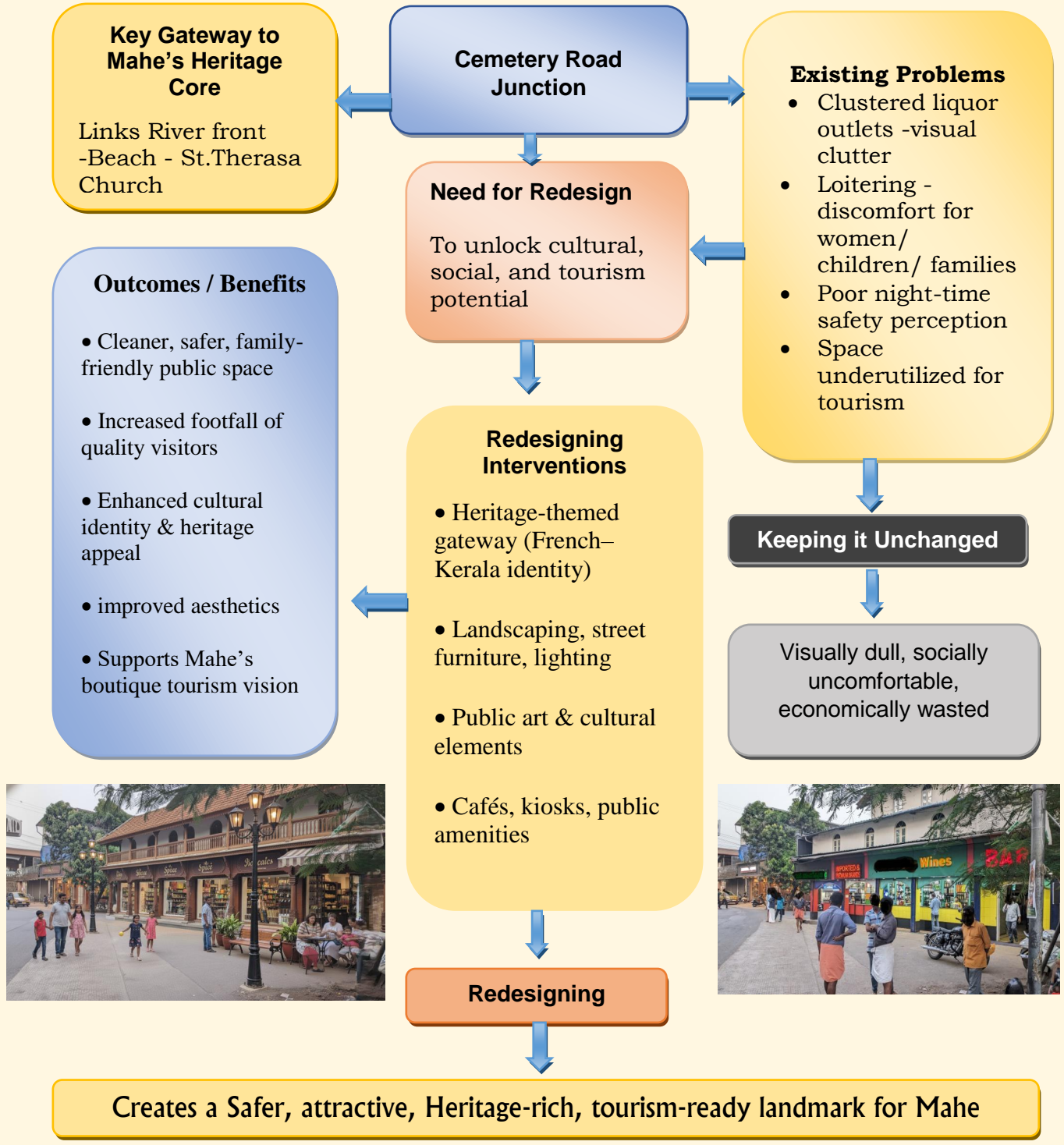


## Conclusion

Keeping the existing landscape unchanged will allow Cemetery Junction to remain visually unappealing, socially uncomfortable, and economically underutilized.

Redesigning the junction into a heritage-themed, aesthetically enhanced public space is therefore essential to improve safety, strengthen cultural identity, attract quality tourism, and uplift the urban experience of Mahe.

### 8.3. Enhancing the Heritage Façade at Cemetery Road Junction



## 9. Proposal for the Establishment of Integrated Ayurvedic Speciality Centres in Mahe

*(Under Rajiv Gandhi Ayurveda Medical College & Hospital – PPP Based Operational Model)*

### 1. Introduction

Mahe, with its serene coastal environment, cultural heritage, and proximity to southern Indian states, offers a unique location for establishing regionally significant Ayurvedic specialty centres. The increasing prevalence of lifestyle disorders, musculoskeletal ailments, renal dysfunction, and metabolic imbalances, coupled with a growing demand for preventive and holistic care, underlines the need for specialised Ayurveda medical and wellness centres.

*The proposed centres aim to integrate traditional Ayurveda, yoga, physiotherapy, dietetics, and modern diagnostics to provide high-quality, evidence-backed, patient-focused care. Target groups include children, families, corporate professionals, athletes, and patients with chronic or post-treatment health concerns.*

### 2. Proposed Ayurveda Speciality Centres

- 1. Integrated Centre for Lifestyle, Women & Child Wellness**
- 2. Centre for Musculoskeletal, Sports Injury & Pain Rehabilitation**
- 3. Renal Wellness & Preventive Nephrology Centre**
- 4. Detoxification & Metabolic Rejuvenation Centre**

### 3. Objectives

1. Establish four specialised Ayurveda centres addressing high-demand health areas.
2. Provide preventive, therapeutic, and rehabilitative care using Ayurveda and allied therapies.
3. Support holistic health for children, Women, senior citizens, corporate clients, and athletes.
4. Create a regional hub for wellness tourism in Mahe.
5. Integrate with Rajiv Gandhi Ayurveda Medical College & Hospital for research, training, and clinical internships.

## 4. Demographic & Medical Need Analysis for Establishing Integrated Ayurveda Speciality Centres in Mahe

### 4.1. Lifestyle, Women & Child Wellness Needs

#### Lifestyle & Metabolic Disorders

- India has **89.8 million diabetics** and More than **135 million overweight/obese adults** (IDF, NFHS-5).
- South Indian prevalence rates remain significantly high:
  - a. **Diabetes** : 12–16%
  - b. **Hypertension** : 30–34%
  - c. **Overweight/Obesity** : 25–35%
- **High incidence of related conditions:**
  - a. Fatty liver disease
  - b. Thyroid disorders
  - c. PCOS
  - d. Metabolic syndrome

***These conditions respond well to Ayurvedic preventive, dietary and metabolic-correction protocols.***

#### Women Health Needs

- Polycystic Ovary Syndrome (PCOS) affects a significant proportion of women of reproductive age in India, with an estimated prevalence of 10–20%.
- Thyroid disorders show a high prevalence among women in Kerala, estimated at 8.7%, as reported in NFHS-V (2019–21).
- Demand is rising for:
  - a. Menstrual regulation
  - b. Hormonal balance
  - c. Infertility support
  - d. Pregnancy & postnatal Ayurveda care.

***These are areas where Ayurveda has established evidence-based therapies.***

### Child Wellness & Behavioural Health

- South India has a large paediatric population with rising lifestyle and behavioural health concerns.
- Increasing cases of:
  - a. Childhood obesity
  - b. Asthma & allergies
  - c. ADHD, Autism Spectrum, behavioural issues
  - d. Sleep disorders and digital/screen addiction

***Parents increasingly prefer safe, non-steroidal Ayurveda protocols for immunity-building, behavioural balance, and developmental support.***

### 4.2. Musculoskeletal (MSK), Occupational Health & Sports Injury

#### Musculoskeletal Disorders

- **Back/neck pain prevalence:** 32–48% in India.
- Lifestyle factors contributing:
  - a. Sedentary work
  - b. Excessive screen use
  - c. Poor ergonomics (comfortable and safe work environment for the body)
- High demand for combined Ayurveda and physiotherapy pain rehabilitation models.

**Sports Injury Burden** - Studies indicate a high incidence of sports-related injuries among youth and amateur athletes, particularly in contact and competitive sports.

***Ayurveda-based regeneration therapies are widely recognised for tissue repair and rehabilitation.***

### Corporate Health Needs

- The South Indian IT-Industrial corridor (*Chennai–Bangalore–Hyderabad–Kochi–Coimbatore–Mangaluru*) employs 25–30 lakh professionals.
- Common issues:
  1. Stress, insomnia, burnout
  2. Anxiety & fatigue
  3. Neck/back/MSK disorders

***Corporates increasingly look for organised Ayurveda wellness packages.***

### 4.3. Renal Wellness & Preventive Nephrology

#### Chronic Kidney Disease Burden

- **Chronic Kidney Disease (CKD) prevalence:** ~13% in Indian population
- Rising due to:
  - a. Diabetes
  - b. Hypertension
  - c. Obesity
  - d. Long-term medication use (NSAIDs, antibiotics, steroids)

*Majority of early-stage CKD cases require conservative and supportive management, aligning perfectly with:*

- a. Ayurveda Rasayana therapies**
- b. Nephroprotective herbal regimens**
- c. Dietary correction protocols**

South India Context

- Higher diabetes–hypertension burden directly increases CKD risk.
- Lack of Ayurveda-based renal wellness centres creates a significant service gap.

#### 4.4. Detoxification & Metabolic Rejuvenation

##### 4.1 Liver & Systemic Toxicity

- **25–30% of adults** exhibit fatty liver or medication-induced liver stress.
- Long-term use of Painkillers, Steroids, Psychiatric medications, Antibiotics leads to **hepatic and metabolic toxicity** requiring safe, holistic intervention.

##### Post-Pandemic Demand Surge

- Post-pandemic demand for immunity enhancement, detoxification, and rejuvenation therapies has increased substantially across India.
- Ayurveda's Panchakarma is globally acknowledged for:
  - a) Removing metabolic toxins
  - b) Improving digestive–metabolic balance
  - c) Enhancing liver and kidney function
  - d) Rejuvenating overall vitality

#### 5. Existing Gaps in the Current Health Scenario (South India)

1. **Rising lifestyle and metabolic disorders** with inadequate preventive and early-intervention systems
2. **Fragmented women and child wellness services**, lacking integrated care models
3. **Insufficient musculoskeletal, occupational, and sports injury rehabilitation facilities**
4. **Limited availability of early-stage renal and nephro-metabolic preventive care**
5. **Inadequate medical-grade detoxification and rejuvenation facilities**
6. **Absence of integrated holistic healthcare delivery models**
7. **Significant service gaps across the Mahe–Kannur–Kozhikode corridor**

### **5.1 Rising Lifestyle & Metabolic Disorders with Lack of Preventive System in Place.**

- a) The region is witnessing a rapid increase in lifestyle and metabolic disorders, including diabetes, hypertension, obesity, thyroid disorders, PCOS, and fatty liver disease. Despite this growing burden, there is a notable absence of structured preventive and root-cause-based care systems.
- b) Lifestyle counselling, nutrition therapy, and metabolic rehabilitation services remain fragmented and inconsistently available across healthcare facilities.
- c) Women and children affected by lifestyle-related conditions lack organised support mechanisms, often resulting in delayed diagnosis and incomplete care.

### **5.2 Women & Child Wellness Services Are Fragmented**

- a) Lack of integrated centres providing menstrual health, hormonal balance, fertility support, postpartum care, and thyroid management services.
- b) Similarly, children experiencing developmental and behavioural challenges such as ADHD, autism spectrum disorders, anxiety, sleep disturbances, and excessive screen exposure lack access to safe, holistic, and non-pharmacological intervention pathways.
- c) Preventive paediatric wellness and immunity-building programmes are extremely limited, despite demonstrated demand among families.

### **5.3 Inadequate Musculoskeletal, Occupational Rehabilitation, and Sports Injury Care**

- a) Heavy reliance on painkillers and surgeries instead of long-term rehabilitation.
- b) Ayurveda and physiotherapy work in silos, reducing treatment effectiveness and slowing recovery.

- c) Corporate/IT workforce has high levels of stress, posture issues, and spine disorders, yet very few integrated centre addresses these needs.
- d) The region lacks a dedicated sports injury and youth rehab centre, despite increasing sports participation.

#### **5.4 Early-Stage Renal & Nephro-Metabolic Care Is Almost Absent**

- CKD affects ~13% of the population, but most facilities provide care only after renal damage is advanced.
- Lack of structured preventive programs targeting diabetes, hypertension, obesity, and drug-induced kidney stress.
- Nutritional renal counseling, nephroprotective therapies, and metabolic monitoring are nearly absent in both public and AYUSH hospitals.

#### **5.5 Limited Medical-Grade Detoxification & Rejuvenation Facilities**

- High incidence of medication-induced liver toxicity and fatty liver, but very few clinically supervised Panchakarma or detox centres exist.
- Existing spas offer only cosmetic/wellness detox, not medical-grade metabolic detoxification.
- Rising demand for immunity, detox, and rejuvenation remains unmet across the region.

#### **5.6 Lack of Integrated Holistic Healthcare Models**

- Healthcare delivery remains highly fragmented, requiring patients to access Ayurveda, physiotherapy, yoga therapy, dietetics, and diagnostics through separate, uncoordinated facilities.
- Lack of a unified care pathway to ensure continuity of care, follow-up, and long-term wellness planning.
- Public demand for comprehensive, non-invasive, and holistic healthcare solutions is substantial but remains largely unmet.

## 5.7 Major Regional Gap in the Mahe–Kannur–Kozhikode Belt

The Mahe–Kannur–Kozhikode corridor lacks specialised Ayurvedic and integrative healthcare centres focused on:

- Lifestyle and metabolic disorder management
- Women and child wellness services
- Musculoskeletal and sports rehabilitation
- Preventive renal and nephro-metabolic care
- Medical-grade detoxification and rejuvenation

***Mahe’s calm coastal setting is ideal for Ayurvedic recovery, long-stay therapies, and wellness tourism, yet remains completely untapped.***

## 6. Service Blueprint for the Proposed Speciality Centres

### 6.1 Integrated Centre for Lifestyle, Women & Child Wellness

**Target Groups:** Children, adults, women, senior citizens, corporate professionals

#### Proposed Services

- Diabetes, hypertension & obesity management (Panchakarma, diet therapy, lifestyle counselling)
- PCOS/PCOD & thyroid management
- Stress, anxiety & burnout reduction programs
- Child wellness: developmental support, *Medhya Rasayana*, *Bala Abhyanga*, *Shirodhara*
- Preventive nutrition, immunity-building & family wellness modules

#### Justification

- South India’s lifestyle disease burden is among the highest in India; capturing even 0.1–0.5% of the affected adult population ensures steady yearly inflow.
- Rising parental demand for *safe, non-invasive*, long-term Ayurvedic solutions for childhood obesity, behavioural disorders, and immunity.

## 6.2 Centre for Musculoskeletal, Sports Injury & Pain Rehabilitation

**Target Groups:** Athletes, students, working professionals, senior citizens

### Proposed Services

- Ayurvedic MSK therapies: *Kati Vasthi, Greeva Vasthi, Mamsa Kizhi, Podi Kizhi*
- Sports injury management and structured rehabilitation
- Chronic back/neck/knee pain treatment
- Posture correction and ergonomic restoration
- Yoga and physiotherapy based functional rehabilitation

### Justification

- MSK disorders affect 1 in 3 Indians; integrating Ayurveda and physiotherapy provides faster and more holistic recovery.
- Large potential from sports institutions, schools/colleges, and corporate workforce needing regular injury rehab and pain relief services.

## 6.3 Renal Wellness & Preventive Nephrology Centre

**Target Groups:** Adults, elderly, post-treatment patients

### Proposed Services

- Early-stage CKD prevention and slowing of disease progression
- Management of diabetic & hypertensive nephropathy
- Renal-specific diet & lifestyle modification
- Yoga therapy for improving renal perfusion & stress control
- Collaboration with nephrologists for safe integrative care

### Justification

- CKD affects ~13% of India's population, yet most services cater only to late-stage patients.
- Huge unmet need for non-invasive, supportive renal care, especially for diabetics, hypertensives, and medication-affected patients.

## 6.4 Detoxification & Metabolic Rejuvenation Centre

**Target Groups:** Adults, corporate professionals, wellness tourists

### Proposed Services

- Panchakarma-based deep detox programs (*Virechana, Snehana, Swedana*)
- Gut–liver detoxification & metabolic reset packages
- Detox care for chronic fatigue, medication side effects & post-treatment stress
- Digital fatigue, burnout & lifestyle detox programs

### Justification

- Medication-related toxicity, fatty liver (25–30%) and metabolic overload are rapidly increasing.
- Post-COVID demand for detox, immunity & rejuvenation programs has increased by 30–40%.
- Strong appeal to wellness tourists seeking medical-grade Ayurvedic detox.

## 6.5 Overall Regional Need

Across South India, strong demographic and clinical indicators support establishing these specialised Ayurvedic centres:

- High burden of lifestyle & metabolic disorders, PCOS, thyroid issues, obesity, diabetes, hypertension
- Growing demand for women & child wellness and safe behavioural health support
- Rising MSK pain, sports injuries & occupational disorders
- Increasing CKD prevalence & lack of early-stage renal-wellness services
- High unmet demand for detoxification, liver reset & metabolic rejuvenation

These conditions collectively affect over 100 million people regionally, and the existing healthcare infrastructure has limited preventive, holistic, and non-pharmacological solutions.

Thus, establishing these centres in Mahe positions the region at the forefront of Ayurvedic speciality healthcare, meeting unmet demand while supporting medical tourism and regional wellness economies.

### **Policy Relevance and Strategic Value of the Proposed Concept**

1. Aligns with National AYUSH Mission (NAM) objectives
2. Supports preventive healthcare, not just curative services
3. Integrates medical education, service delivery, PPP operations, and wellness tourism
4. Positions Mahe as a regional speciality hub, not a generic wellness destination
5. The four-centre model avoids duplication
6. Targets high-burden disease clusters
7. Allows phased implementation under PPP.

## **Annexure: Data Validation & Disclaimer Note**

The data, statistics, and observations presented in this proposal have been compiled from *national health surveys, policy documents, published research, and domain expertise relevant to preventive healthcare, integrative medicine, and wellness services in India.*

**Reference frameworks include the National Family Health Survey (NFHS-5), Indian Council of Medical Research (ICMR) studies, the International Diabetes Federation (IDF) Atlas, and World Health Organization (WHO) reports on Non-Communicable Diseases.**

The figures cited are indicative in nature and are intended to reflect overall trends, disease burden, and emerging service gaps, rather than precise epidemiological measurements for a specific locality. In the absence of location-specific data, national and state-level estimates have been used as planning benchmarks.

**Statements regarding gaps in services and infrastructure are based on observed institutional and functional limitations and are not intended to imply the complete absence of individual practitioners or facilities. Projections related to wellness demand, rehabilitation needs, and preventive care are trend-based and subject to validation through detailed feasibility studies and baseline assessments at the DPR stage.**

This proposal is submitted as a conceptual and strategic planning document, with the understanding that technical, financial, and epidemiological validation will be undertaken by the competent authorities prior to implementation.

## 10. A Boutique Wellness Tourism Development Proposal for Mahe

**Rejuvenate Body, Mind and Soul - the Mahe way!**



### 1. Introduction

- The Mahe Wellness Programme envisions developing Mahe as a premium coastal wellness destination through a carefully structured, phase-by-phase implementation plan.
- The approach ensures systematic growth, sustainability, and long-term viability, suited to Mahe's scale and natural setting.
- The plan introduces a unique fusion of Kerala Ayurveda and French Aromatherapy, offering sensorial, rejuvenating, and culturally immersive experiences.
- Development will progress step by step from low-investment activation and capacity building to high-end, boutique wellness centres and retreats.
- This phased model allows infrastructure, skills, and branding to evolve organically, creating a sustainable, community-led wellness ecosystem rooted in authenticity and coastal serenity.

## 2. Vision

To position Mahe as a boutique coastal wellness destination where Ayurveda, Aromatherapy, and nature come together to heal, relax, and rejuvenate the body, mind, and soul through sustainable, community-driven experiences.

## 3. Strategic Objectives

- Develop Chalakkara as Mahe's flagship eco-wellness hill zone.
- Introduce Ayurvedic, Aroma, Yoga, and Nature Therapy rooted in local ecology.
- Promote community-led wellness entrepreneurship through skill development.
- Integrate eco-friendly infrastructure in harmony with terrain and vegetation.
- Create a visitor-friendly, low-impact wellness environment consistent with sustainable tourism principles.

## 4. Cluster Context – Chalakkara Wellness Zone

### Key Strengths

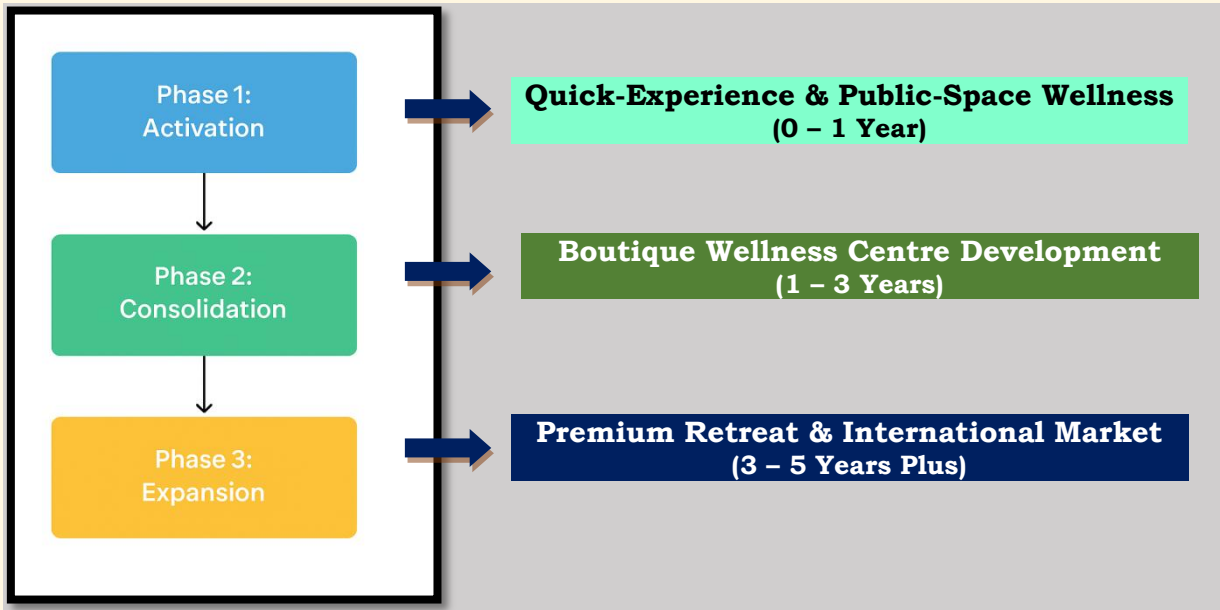
- Green terrain with natural seclusion, scenic landscape, and moderate climate.
- Peaceful ambience with minimal urban noise or commercial disturbance.
- Native vegetation suitable for herbal and medicinal gardens.
- Community interest and readiness for tourism participation.
- Accessible yet tranquil location near Mahe Town.

### Core Challenges

- Limited access roads and amenities.
- Low visibility in present tourism circuits.
- Skills gap in wellness and hospitality sectors.

## 5. Phased Implementation Plan

To ensure sustainable growth and local participation, the project will follow a three-phase rollout model — Activation, Consolidation, and Expansion — progressing from low-investment experiential kiosks to high-end boutique wellness resorts.



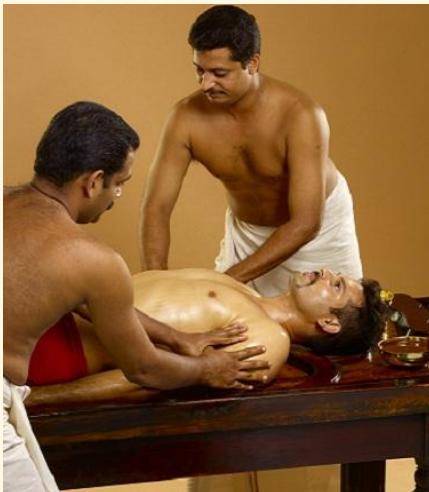
### Phase 1

#### Activation -Quick-Experience & Public-Space Wellness (0 – 1 Year)

**Focus:** Quick visibility & low-CAPEX (Capital Expense) implementation

**Mode:** Kiosks, promenade pods, yoga decks.

#### Key Offerings



1. **Abhyanga, Padabhyanga, Head/Neck Therapies** – quick rejuvenation for day visitors.
2. **Ayur-Aroma Mini Rituals using French essential oils** – creates the unique Mahe signature.
3. **Sunrise/Sunset Yoga & Meditation Herbal Garden Walks & DIY( Do it by Yourself) Oil/Scrub Workshops.**

**Investment:** ₹ 2 – 5 lakh per kiosk (approximate)

**Outcome:** Visibility, community employment, social-media promotion.

## Phase 2

### Consolidation -Boutique Wellness Centre Development (1 – 3 Years)

**Focus:** Boutique wellness centres & brand building

**Mode:** Eco-cottages, small spa hubs, training centres

### Key Offerings



1. Signature Ayurveda: Shirodhara, Ksheeradhara, Mini-Panchakarma (3–5 days).
2. Aroma Baths & Sea-Salt Soaks, Ayur–Aroma Fusion Rituals.
3. Guided Meditation, Sound-Healing, Naturopathy Day Plans.
4. Ayurvedic Cuisine & Detox Tea Cafés, Wellness Workshops.

**Investment:** ₹ 1 – 2 crore

**Partners:** AYUSH Dept., Mahe Ayurveda Institute, Local Entrepreneurs

**Outcome:** Longer visitor stays, trained workforce, and brand equity.

### Phase 3

#### Expansion - Premium Retreat & International Market (3 – 5 Years Plus)

**Focus:** Premium international wellness market

**Mode:** Integrated resorts, PPP / private investment

#### Key Offerings



1. Advanced Panchakarma, Marine-based Hydrotherapy & Sea-Mud Wraps.
2. Floating Spa / River Spa Cruise for signature coastal experiences.
3. Customized Rejuvenation Retreats for family and corporates.
4. R&D and Product Branding (Mahe Essence).

**Investment:** ₹ 10 – 15 crore

**Outcome:** Global positioning, high-value market entry, and 600 plus direct jobs.

**Summary Table of Phased Approach**

| <b>Phase</b>                   | <b>Focus</b>        | <b>Sample Therapies</b>                         | <b>Target Tourist</b>                | <b>Outcome</b>                 |
|--------------------------------|---------------------|---|--------------------------------------|--------------------------------|
| <b>Phase 1<br/>(0–1 yr)</b>    | Visibility & Access | Abhyanga, Reflexology, Yoga Decks, Herbal Demos | Short-stay, Weekend, local, families | Awareness and footfall         |
| <b>Phase 2<br/>(1–3 yrs)</b>   | Brand & Depth       | Shirodhara, Mini-Panchakarma, Sound-Healing     | Domestic wellness, corporates        | 2–3 day stays and brand equity |
| <b>Phase 3<br/>(3–5 yrs +)</b> | Premium & Global    | Full Panchakarma, Hydrotherapy, Floating Spa    | International, luxury                | High-value market and jobs     |

## 6. Strategic Justification

- **Short-stay readiness**

Phase 1 delivers quick results without heavy infrastructure.

- **Skill building**

Phases 1–2 prepare trained local therapists before resort-scale launch.

- **Brand evolution**

Phase 3 leverages Mahe’s matured image for global wellness marketing.

- **Sustainability**

Eco-sensitive, low-impact design respecting Mahe’s terrain and ecology.

- **Community empowerment**

Local youth and women entrepreneurs form the backbone of the model.

## 7. Institutional Partnership and Support System

### Role of Rajiv Gandhi Ayurveda Medical College & Hospital, Mahe

To ensure authenticity, professionalism, and sustainability in implementing the Mahe Wellness Programme, the Rajiv Gandhi Ayurveda Medical College & Hospital (RGAMC) will serve as the academic and clinical anchor for wellness development in Mahe.

### 8. RGAMC will support the initiative through:

- Technical validation of therapies and treatment protocols.
- Training and certification of local youth and women in Ayurvedic and Aroma-based therapies.
- Research and innovation in new herbal and marine wellness products under the “Mahe Essence” brand.
- Integration of health and wellness tourism through advisory and referral linkages.

This collaboration ensures that the *Mahe Wellness Project* grows on a foundation of scientific credibility, community participation, and long-term institutional support.

## 9. Way Forward

1. Sign an **MoU between the Department of Tourism and RGAMC** defining collaborative roles.
2. Establish a **Wellness Development Task Force** (Tourism–AYUSH–RGAMC joint committee).
3. Launch a **pilot project** at Chalakkarra with RGAMC-trained therapists and students.
4. Develop **short-term skill modules** for the first batch of local entrepreneurs.
5. Document the outcomes for replication in other enclaves (Karaikal, Yanam, Puducherry)

## 10. Expected Outcomes

- Establish Mahe as a boutique wellness destination on India's coastal tourism map.
- Generate sustainable employment and local entrepreneurship opportunities.
- Increase tourist stay duration and average spend per visitor.
- Foster public-private partnerships in wellness infrastructure.
- Promote eco-sensitive tourism aligned with Mahe's sustainable development vision.

## 11. Recommended Therapies & Experiences

### a. Core Ayurvedic Experiences (Must-Have)

- Abhyanga – Full-body oil massage (day & half-day variants)
- Shirodhara / Ksheeradhara – Forehead oil or milk pour therapy (premium signature)
- Padabhyanga & Reflexology – Foot massage and reflexology bundles
- Mini-Panchakarma (3–7 day) – Short-duration detox and rejuvenation package
- Ayurvedic Head, Neck & Shoulder Therapies – Quick relaxation treatments

### b. Aroma & Sensorial Fusion (Signature Mahe Differentiator)

- Ayur-Aroma Rituals – Ayurvedic oils blended with French essential oils and local botanicals
- Aroma Baths & Sea-Salt Soaks – Marine salt baths infused with herbs and coastal aromas

### c. Water / Marine Wellness

- Hydrotherapy & Sea-Mud Wraps – Marine clay and seawater-based scrubs and wraps
- Floating Spa / River Mini-Spa Cruises – Mini massages and meditation sessions on water

#### **d. Mind-Body & Complementary Experiences**

- Sunrise & Sunset Yoga Breathwork – Conducted on scenic decks (e.g., Moopenkunnu)
- Guided Meditation & Sound-Healing Sessions – On decks or boats
- Naturopathy Day Plans – Diet, hydrotherapy, and lifestyle counselling

#### **e. Experiential Add-ons & Workshops**

- Herbal Garden Tours & DIY Workshops – Make-your-own oils or scrubs
- Ayurvedic Cuisine & Wellness Menus – Detox teas and herbal meals

**The recommended therapies and wellness experiences are curated based on popular and proven practices across leading wellness destinations in India.**

- They combine **core Ayurvedic treatments, aroma and marine wellness**, and **mind-body experiences** suited to Mahe's natural and cultural context.
- The offerings are designed to cater especially to **short-stay and experiential wellness tourists**.
- Implementation is proposed in a **phased manner** to ensure structured growth and effective resource utilization.
- Initial phases will focus on **short-duration and high-demand therapies**, expanding gradually to **specialized and signature wellness offerings**.
- The phased rollout will support **capacity building, quality assurance, and market positioning** of Mahe as a **premium coastal wellness destination**.

## **Conclusion**

The Mahe Wellness Programme will transform Mahe into a culture-led wellness hub, combining Ayurvedic wisdom, French sensorial elegance, and coastal serenity.

Through a carefully phased approach comprising Activation, Consolidation, and Expansion, the proposed development ensures inclusivity and sustainability while positioning Mahe as a model for holistic and regenerative tourism in India.

## 11. Proposal for Development of a Carnival Street in Mahe (Rue Utsavam)

### *A Weekly Carnival of Culture, Cuisine & Community*



### 1. Background & Rationale

Mahe, with its distinctive Franco-Indian heritage, coastal charm, and vibrant local culture, possesses strong untapped potential for experience-based tourism. While Mahe attracts day visitors and pilgrims, lack of structured evening and weekend recreational spaces limits visitor retention, local spending, and community participation.

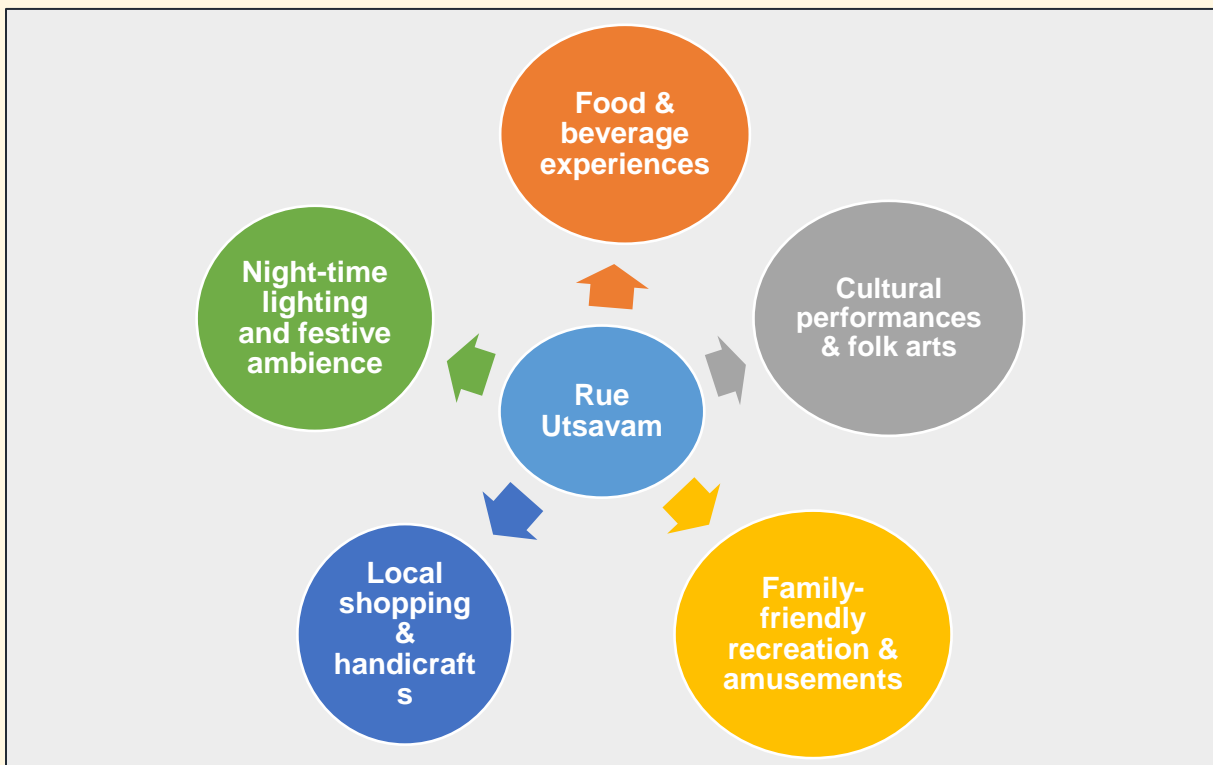
In this context, it is proposed to develop a “Carnival Street” (on the lines of New Town Carnival Street, Kolkata), shall be branded as “Rue Utsavam”, and preferably located on or around Church Street. The proposed street shall function as a pedestrian-only shopping, cultural, and leisure corridor, operational primarily on weekends (Sundays or Saturdays), offering curated cultural, culinary, artisanal, and entertainment experiences.

## 2. Vision

To develop a lively, inclusive and culturally immersive Carnival Street (**Rue Utsavam**) that celebrates Mahe's heritage, art, cuisine and community life, while creating sustainable livelihood opportunities for local residents.

## 3. Concept Overview: Mahe Carnival Street

Mahe Carnival Street will function as a pedestrian zone on selected days, hosting a curated mix of:



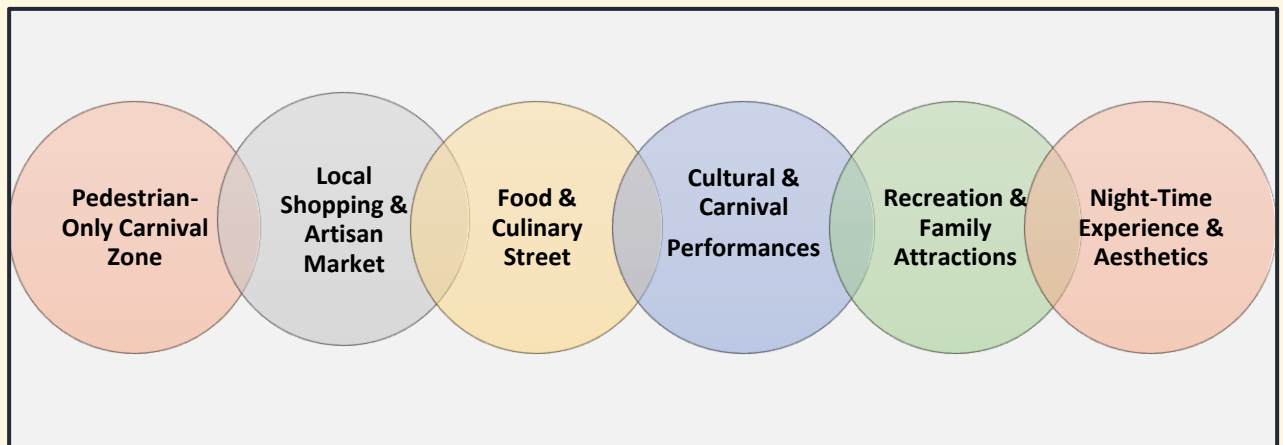
The street will operate from daytime till late evening, ensuring continuous engagement for tourists and residents alike.

## 4. Proposed Location

- **Primary Zone:** Boulevard, Church Street or its immediate surroundings
- **Rationale:**
  - High heritage and cultural significance
  - Established pedestrian footfall and ease of access

- Strategic proximity to the church, town centre and residential neighbourhoods
- Appropriate street width and length enabling periodic pedestrianisation with minimal traffic disruption

## 5. Key Features & Components



### A. Pedestrian-Only Carnival Zone

- Temporary vehicular restriction on Sundays / selected Saturdays
- Decorative entry arches and wayfinding signage
- Street seating, shade elements and resting pockets

### B. Local Shopping & Artisan Market

Inspired by *Puducherry's Sunday Market*, featuring:

- Handicrafts, souvenirs, local art
- Coir, bamboo, textile and craft products
- Local women SHGs and youth entrepreneurs
- Pop-up kiosks with uniform, aesthetic design

### C. Food & Culinary Street

- Traditional Malabar and Mahe-specific cuisine
- Street food, snacks and desserts
- Hygiene-regulated food carts and kiosks
- Night food culture to extend visitor stay

#### **D. Cultural & Carnival Performances**

Rotational and scheduled performances such as:

- **Masquerade & Carnival Walks**
- **Kalari Payattu Shows**
- **Silambattam performances**
- **Stilt walking & street theatre**
- **Folk music, percussion, and dance forms**

These performances will be interactive, visually engaging, and suitable for tourists, families and children.

#### **E. Recreation & Family Attractions**

- Children's amusement activities
- Balloon artists, magicians, face painting
- Small interactive games and cultural workshops

#### **F. Night-Time Experience & Aesthetics**

- Warm heritage-style street lighting
- Festive illumination and temporary décor
- Music, ambience lighting and safe night environment

### **6. Operating Model**

- **Frequency:** Weekly (Sundays preferred)
- **Timing:** Day to late evening
- **Management:**
  - Local Administration / Tourism Department
  - In partnership with Local Bodies, SHGs, Art Groups
- **Vendor Selection:**
  - Preference to local residents and Mahe-based entrepreneurs
  - Rotational allotment to ensure inclusivity.

## 7. Expected Benefits

|   |   |   |
|---|---|---|
| 1 | <b>Tourism Benefits</b>                   | <ul style="list-style-type: none"> <li>• Creates a signature weekend attraction for Mahe</li> <li>• Enhances visitor stay duration and spending</li> <li>• Improves Mahe's image as a vibrant cultural destination</li> </ul> |
| 2 | <b>Economic &amp; Livelihood Benefits</b> | <ul style="list-style-type: none"> <li>• Direct income for local vendors, artists and performers</li> <li>• Opportunities for women SHGs, youth and artisans</li> <li>• Boost to micro-entrepreneurship</li> </ul>            |
| 3 | <b>Social &amp; Cultural Benefits</b>     | <ul style="list-style-type: none"> <li>• Revival of traditional art forms and performances</li> <li>• Community pride and participation</li> <li>• Safe and inclusive public space for families</li> </ul>                    |
| 4 | <b>Urban &amp; Heritage Benefits</b>      | <ul style="list-style-type: none"> <li>• Activation of underutilized streets</li> <li>• Non-intrusive heritage-friendly development</li> <li>• Low-cost, high-impact urban placemaking model</li> </ul>                       |

## 8. Sustainability & Safety Measures

- Waste segregation and cleanliness management
- Plastic-free vending guidelines
- Crowd management and basic security
- Emergency access planning.

## Conclusion

The Rue Utsavam is a low-cost, high-impact placemaking initiative that celebrates Mahe's unique Franco-Indian identity while delivering tangible tourism, economic and social benefits. The project offers a replicable, community-driven model for sustainable urban tourism development in Mahe.

## 12. Reactivation of Manjakkal Boat House for River-Based Tourism

### 1. Background & Rationale

The **Manjakkal Boat House**, despite having substantial physical infrastructure and amenities already in place, remains non-functional. This represents a missed opportunity for Mahe, especially given its strategic location along the Mayyazhi River close to the sea mouth. It is an irony that a destination endowed with ready-built facilities continues to lie unused, while it has the potential to emerge as a *popular site for water-based tourism, leisure, and local economic activity*.

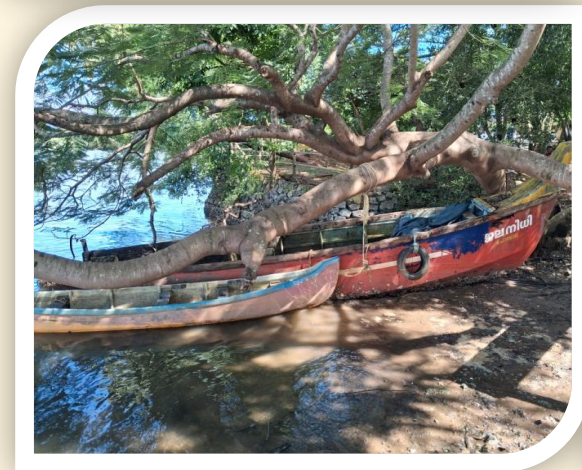
With appropriate renovation, upgrading, and professional operations, the Manjakkal Boat House may be transformed into a lively, safe, and sustainable riverfront recreation and water tourism centre for Mahe.

### 2. Key Objectives

- Reactivate existing but defunct infrastructure
- Introduce diversified water-based recreational activities
- Create employment and livelihood opportunities for local youth
- Attract private sector participation through flexible business models
- Position the site as a signature attraction in Mahe's tourism circuit

### 3. Existing Status

- Basic boating infrastructure and built structures already available
- Restaurant facility (Seagull Restaurant) currently non-operational
- Underutilised riverfront with scenic value
- Absence of professional operations, safety systems, and marketing.



The boathouse therefore requires **renovation, operational planning, and business restructuring**, rather than greenfield development.

#### 4. Proposed Activities to Enhance Tourist Appeal

##### 4.1 Water Recreation & Adventure Activities

The following activities are proposed, subject to safety norms and carrying capacity assessment:

- |  |   |
|--|---|
| 1. Motor boating and pedal boating     | 4. Stand-up paddling and windsurfing      |
| 2. Kayaking and canoeing               | 5. Fishing expeditions and eco-boat tours |
| 3. Banana boat rides and water zorbing | 6. Speed boating and jet skiing           |



## 4.2. Activities Requiring Feasibility Assessment

As the river stretch is close to the sea mouth, underwater visibility may be affected by *silt accumulation and water turbidity*. Hence:

- **Scuba diving and snorkelling are not recommended at present**
- A **technical feasibility study** may be conducted to assess the suitability of any underwater activities before consideration

## 5. River Cruise & Floating Leisure Concepts

To further enhance the experiential value of the site, the following are proposed:

### 5.1 Evening / Dinner Cruise

#### Suitability of the Mayyazhi River Stretch for Cruise Operations

The 1.5 km (approx.) navigable river stretch between the Manjakkal Boat House and the Mayyazhi Bridge is well-suited for the introduction of a small inland river cruise focused on sightseeing and leisure. This stretch offers scenic riverfront views and a tranquil water environment, making it particularly attractive for sunset cruises and evening recreational activities.

#### 5.2 Proposed Sunset and Dinner Cruise Experience



It is proposed to introduce a structured river cruise operation, including sunset sightseeing cruises during late afternoon hours and a dining cruise experience during the evening and night, featuring light music and curated dinner services. The concept draws inspiration from the successful Mandovi River cruise model in Goa, adapted appropriately to local river conditions and carrying capacity considerations.

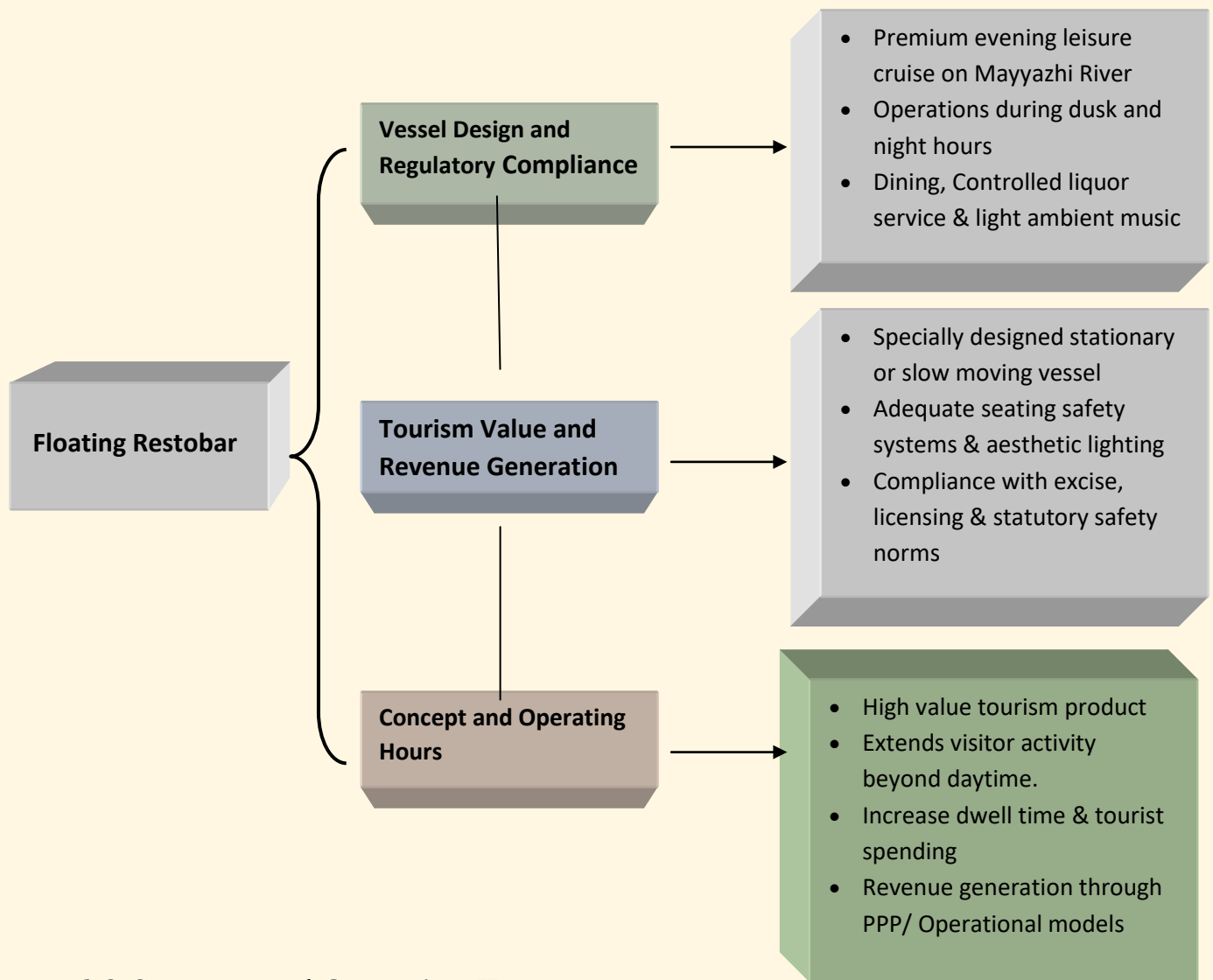
## 6. Activation of Manjakkal Boat House and Operational Safeguards

The introduction of river cruise services will significantly enhance the functional utilisation of the Manjakkal Boat House by activating the site throughout the day and night, thereby increasing visitor footfall, length of stay, and tourist expenditure. This initiative will transform the boat house from a daytime recreational facility into a vibrant riverfront leisure spot. **All cruise operations shall be subject to technical, navigational, and environmental feasibility assessments, including river width, depth, tidal influence, and safety protocols, prior to implementation.**

### 6.1 Introduction of a Floating Restobar Cruise on the Mayyazhi River



The proposed Floating Restobar Cruise is envisioned as a premium river-based leisure initiative aimed at enhancing Mahe's evening tourism offerings. The concept integrates dining, regulated beverage service, and ambient entertainment within a safe and compliant river cruise framework.



### 6.2 Concept and Operating Hours

It is proposed to introduce a Floating Restobar Cruise on the Mayyazhi River as a premium evening leisure offering. The facility will operate during dusk and night hours, combining river cruising with dining, controlled liquor service, and light ambient music to create a distinctive tourism experience in Mahe.

### 6.3 Vessel Design and Regulatory Compliance

The restobar cruise shall be operated on a specially designed vessel, either stationary or slow-moving, with appropriate seating, safety arrangements, and aesthetic lighting. All food and beverage services, including alcohol, will be provided strictly in compliance with excise regulations, licensing norms, and statutory safety guidelines.

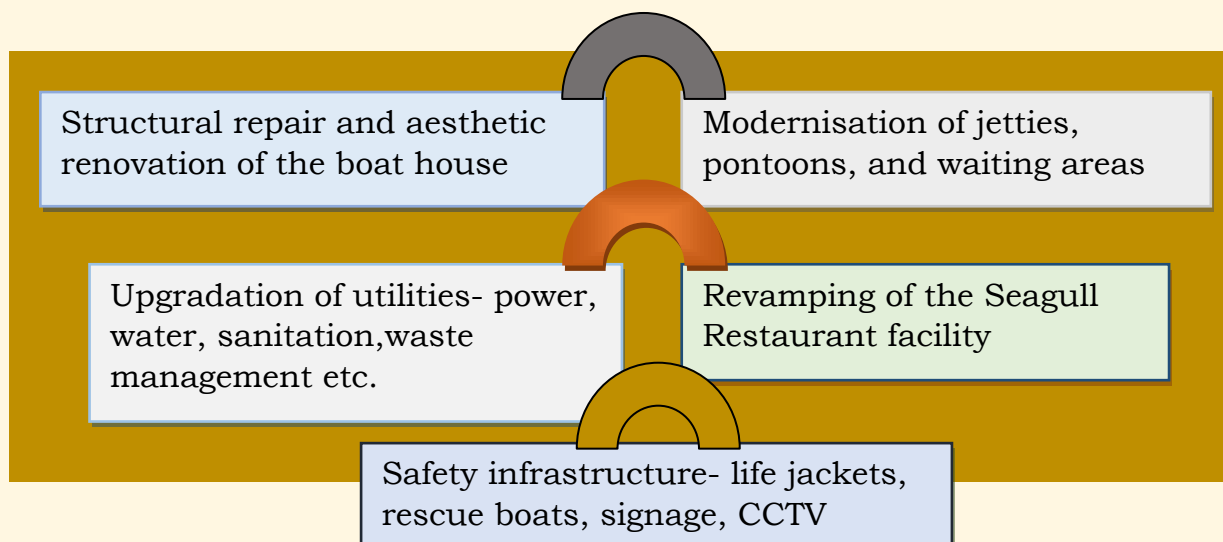
## 7. Tourism Value and Revenue Generation

The Floating Restobar Cruise will function as a high-revenue tourism component, extending tourist activity beyond daytime hours, increasing visitor dwell time and spending, and contributing to the overall financial sustainability of the Manjakkal Boat House through structured operational or PPP models.

***All operations shall be subject to technical, navigational, environmental, and security clearances prior to implementation.***

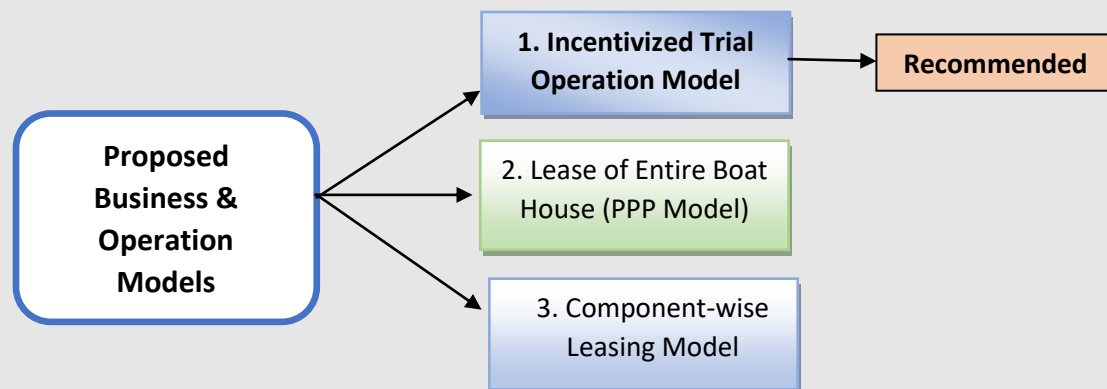
## 8. Renovation & Up-gradation Components

The renovation and upgradation of the Manjakkal Boat House are proposed to restore and enhance its existing infrastructure, enabling the reactivation of tourism and recreational activities at the site



## 9. Proposed Business & Operational Models

To ensure sustainability and private sector participation, the following flexible business models are proposed:



### Model 1. Incentivized Trial Operation Model (Recommended for Consideration)

Under this model, selected private operators are permitted to operate identified tourism components on a trial basis, with specific incentives to reduce initial financial risk and encourage participation. The components proposed for trial operation include:

- **Boating Services**
- **Water Sports Activities**
- **Restaurant and Floating Restobar Services**

Operators will be allowed to operate free of cost or without payment of rent/license fee (but with a security deposit) for an initial trial period of 3 to 6 months, subject to compliance with safety, regulatory, and service quality standards.



This model will allow both the Department and selected operators to evaluate tourist demand, operational costs, revenue potential, and seasonal variations prior to entering into long-term financial commitments.

Upon successful completion of the trial period and assessment of commercial viability, the Tourism Department may introduce a structured post-trial arrangement, such as:

- **A fixed annual license/lease fee, or**
- **A revenue-sharing model, or**
- **A hybrid model combining minimum guarantee with revenue sharing.**

This phased approach significantly reduces entry barriers for private players, encourages wider participation, and ensures that only viable and sustainable operations continue in the long term. It also helps the Department identify capable operators based on actual performance rather than projections alone.

**Key Advantages:**

- Reduces financial risk for operators during the initial phase
- Encourages private sector participation and competition
- Enables demand-based pricing and realistic revenue assessment
- Ensures continuity of services once commercial viability is established
- Supports gradual transition to a sustainable PPP model

**Model 2: Lease of Entire Boat House (PPP Model)**

Under this model, the entire Manjakkal Boat House complex is leased to a single private operator under a Public-Private Partnership (PPP) framework. The selected operator will be responsible for the comprehensive development and operation of the facility in accordance with designs, standards, and conditions approved by the Tourism Department.



Proposed Site for Water-Based Activities and River Cruise on the Mayyazhi River

### **Scope of Operator Responsibility**

- Renovation and up-gradation of existing infrastructure as per approved plans
- Procurement and operation of boats, cruise vessels, and related equipment
- Staffing, training, safety management, and day-to-day operations
- Routine maintenance, cleanliness, and asset upkeep
- Compliance with statutory, safety, environmental, and licensing requirements

### **Revenue Model for Tourism Department**

- Fixed annual lease fee, or
- Revenue-sharing arrangement, or
- Hybrid model combining minimum guaranteed payment with revenue share

### **Key Advantages**

- Single-point accountability and streamlined decision-making
- Professional management with integrated planning and branding
- Reduced administrative burden for the Tourism Department
- Faster implementation and uniform service standards

### **Model 3: Component-wise Leasing Model**

Under this model, the Manjakkal Boat House operations are segregated into independent functional components, each of which is leased out separately to specialized private operators with relevant experience.

#### **a. Proposed Components for Separate Leasing**

- Boating and Water Sports Operations (motor boating, kayaking, pedal boats, adventure activities)
- Restaurant and Floating Restobar Services
- Cruise Operations (sightseeing, sunset, and dinner cruises)

Each operator will be responsible for managing their allotted component in compliance with prescribed operational, safety, and service quality standards.

#### **b. Key Advantages**

- Engagement of specialized operators for each activity
- Improved service quality and safety through domain expertise
- Flexibility in licensing, pricing, and performance monitoring
- Reduced operational risk by avoiding dependence on a single operator

#### **C, Operational Consideration**

Effective coordination and monitoring mechanisms will be required to ensure seamless visitor experience and consistency across all components.

#### **d. . Safety, Regulation & Management**

- Mandatory safety certification for all water activities
- Trained lifeguards and rescue teams
- Standard operating procedures (SOPs) approved by Tourism & Police Departments
- Regular inspections and audits

#### **e. Expected Outcomes**

- Reactivation of a dormant tourism asset
- Increased tourist footfall and average length of stay
- Generation of direct and indirect employment
- New revenue stream for Tourism Department
- Enhanced image of Mahe as a water-based leisure destination

## **Conclusion**

The revitalization of the Manjakkal Boat House represents a low-capital, high-impact intervention for Mahe tourism development. With existing infrastructure already in place, timely renovation, innovative activity mix, and a flexible business model can quickly transform the site into a popular and economically viable destination. Strategic private participation, supported by the Tourism Department, will ensure that the boat house becomes functional, sustainable, and widely patronised by tourists and locals alike.

### 13. Proposal for Adaptive Reuse of Existing Mayyazhi River Bridge as a Pedestrian Heritage Tourism Asset.



#### 1. Introduction

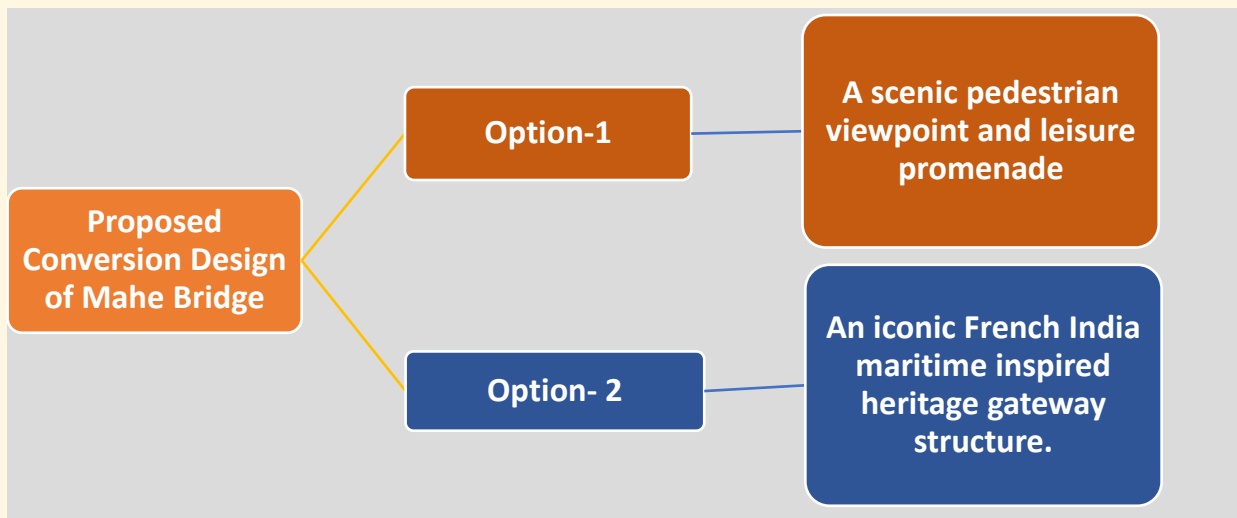
The existing bridge across the Mayyazhi River in Mahe was constructed during the French rule, stands as an important historical structure with both functional and symbolic significance.

**With the proposed construction of a new vehicular bridge to cater to present and future traffic requirements, an opportunity arises to adaptively reuse the existing bridge exclusively for pedestrian purposes, thereby preserving its heritage value while introducing tourism-oriented public use.**

In this context, the present proposal places two alternative concept options for the adaptive reuse of the existing bridge as a pedestrian tourism asset. These options are mutually exclusive in terms of design approach and level of intervention. *Either option may be considered based on structural feasibility, heritage sensitivity, financial viability, environmental considerations, and prevailing administrative and policy frameworks.*

## 2. Proposal Objective

***The primary objective of this proposal is to convert the existing Mayyazhi River Bridge into a pedestrian-only heritage tourism structure, while offering two alternative design pathways:***



### **Option I**

*Development as a scenic pedestrian viewpoint and leisure promenade*

### **Option II**

An iconic French India maritime-inspired heritage gateway structure. Final selection of either option shall be subject to detailed technical assessments and administrative approval.

## 3. Common Planning Principles (Applicable to Both Options)

- The bridge shall be designated exclusively for pedestrian movement after the new bridge becomes operational.
- Structural stability, load-bearing capacity, and safety shall be assessed by competent authorities.
- Core structural elements and heritage character of the bridge shall be preserved.
- All interventions shall be non-intrusive, reversible where possible, and heritage-sensitive.
- The bridge shall remain accessible to both residents and tourists.

## OPTION 1. Mayyazhi Viewpoint & Leisure Promenade



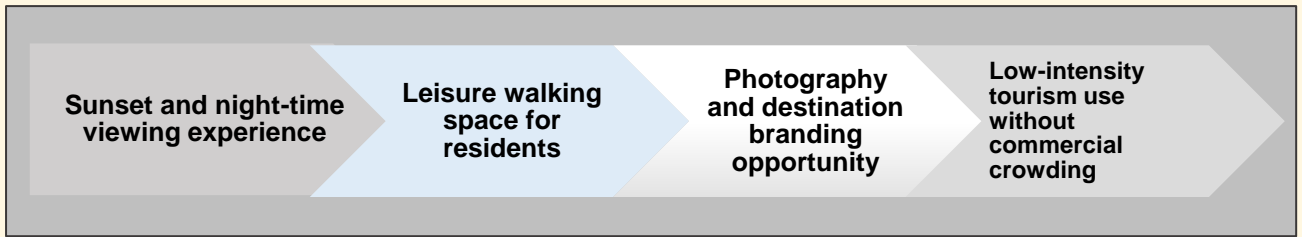
### 4.1. Concept Overview

This option proposes the conversion of the bridge into a calm pedestrian promenade and viewing deck, focusing on visual experience, leisure, and public enjoyment of the Mayyazhi River and estuary.

### 4.2. Key Design Features

1. Uninterrupted pedestrian walkway with panoramic river and estuary views
2. Seating spaces at identified viewing points, designed in a heritage-compatible style
3. Landscaped planters and flower plantations using native and coastal species
4. Pedestrian-friendly flooring and safety railings integrated with the existing structure
5. Subtle, energy-efficient LED lighting to enhance evening and night-time experience.

### 5.3 Tourism & Public Use Value

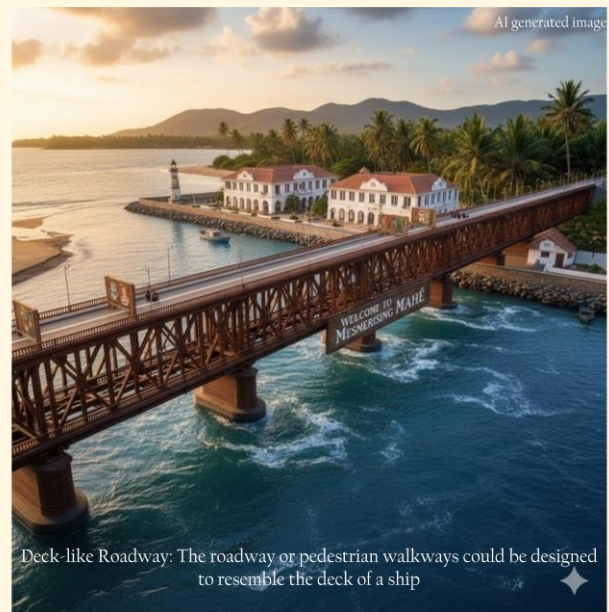
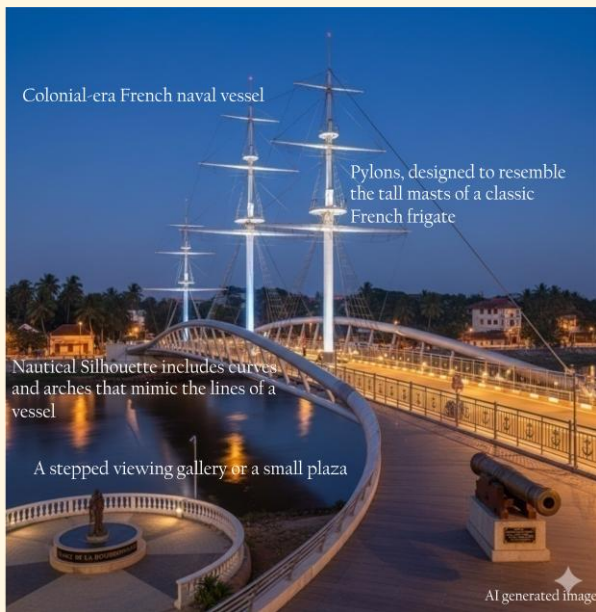


### OPTION 2. French India Maritime-Inspired Heritage Gateway

(Iconic Gateway Structure Mahe)

#### 6.1 Concept Overview

This option proposes a stronger symbolic transformation of the bridge into an iconic heritage gateway, inspired by the form of an ancient French maritime ship, commemorating Mahe’s colonial and maritime past.



#### 6.2 Key Design Features



- Ship-form-inspired architectural elements integrated in a symbolic and non-intrusive manner

- Visual framing of the bridge as a landmark gateway marking entry into Mahe
- Heritage interpretation panels highlighting French India maritime history
- Controlled architectural lighting to accentuate the ship-inspired form and structural elements
- Pedestrian promenade integrated within the gateway design

### **6.3 Tourism & Identity Value**

- Creation of a unique, instantly recognizable landmark
- Reinforcement of Mahe's identity as an erstwhile French colonial port town
- High visual recall value for tourism promotion and branding

### **7. Environmental & Social Considerations for Both Options**

- Use of energy-efficient lighting with time and intensity controls
- Minimal structural alteration and avoidance of river obstruction
- Regulation of visitor movement to ensure safety and carrying capacity
- Open access for local residents as a public leisure space

### **8. Implementation & Feasibility**

Both options are conceptual and indicative. Detailed feasibility studies, including structural safety, environmental assessment, cost estimation, and implementation strategy, shall be undertaken only for the option selected by the Administration, in accordance with applicable rules and approval mechanisms.

### **Conclusion**

The adaptive reuse of the existing Mayyazhi River Bridge as a pedestrian heritage tourism asset presents a valuable opportunity to preserve a historic structure while enhancing Mahe's public realm and destination identity. By offering two distinct and alternative design options—one focused on scenic leisure experience and the other on iconic heritage symbolism—the proposal provides flexibility for informed administrative decision-making. Subject to feasibility and policy approval, either option can significantly contribute to Mahe's sustainable tourism development and cultural visibility.

*Existing Scenario of the Bridge*



**Proposed Conversion Model**

**Option 1**



**Option 2**



## 14. Mooppenkunnu (Hillock) The Balcony of Mahe!

### Revitalization of Mooppenkunnu Hillock as Mahe's Signature Heritage and Nature-Based Tourism Destination



#### 1. Introduction

**Mooppenkunnu Hillock**, is a unique combination of three geographic elements, *the Hill, River and the Sea*. The site's strategic location overlooking the confluence of the Mahe River and the Arabian Sea, along with its heritage significance, offers a unique opportunity to transform it into one of Mahe's most iconic tourism assets.

However, due to lack of tourism activities, limited amenities, and absence of structured promotion have led to its gradual decline.

#### 2. Site Analysis & Validation

1. **The Asset** : A hillock with mature Teak trees and natural vegetations.
2. **The Heritage:** The 19th-century Lighthouse (established ~1893) and the French colonial legacy.
3. **The USP (Unique Selling Proposition):** The *Azhimukham* (Estuary) view. Very few places in India offer a high-elevation view of a river merging into the sea.

### 3.Key Reasons for Revitalization:



1. The hillock holds historical and symbolic significance within Mahe's French heritage landscape.
2. Despite its scenic charm, panoramic views, and existing structures like seating, pathways, and viewing decks, the site attracts very few visitors due to lack of tourism activities and promotion. Revitalization can restore its intended purpose as a key tourist attraction.
3. Lighting, handrails, and other amenities have deteriorated over time, while vegetation overgrowth obstructs views of the river and sea. Timely restoration and maintenance are essential to make the space functional, safe, and attractive.
4. The site's calm environment, natural vegetation, and existing facilities make it ideal for eco-friendly recreation, nature walks, and family visits, such activities currently lacking in Mahe's tourism portfolio.
5. Developing Mooppenkunnu as a well-managed, photogenic, and safe viewpoint will significantly enhance Mahe's image as a boutique, family-friendly destination rather than a liquor-dominated tourism zone.
6. Revitalization will generate opportunities for local employment and entrepreneurship through café operations, guided tours, maintenance contracts, and souvenir sales, ensuring inclusive development.

## 4. Thematic Development Zones

The Mooppenkunnu Hillock may be developed through **distinct thematic zones**, each designed to enhance the visitor experience while preserving the site's natural and heritage value.

### 4.1. The Proposed Thematic Development Zones

1. **Heritage Glow Zone**
2. **Scenic Viewpoints**
3. **Landscaped Gardens**
4. **Leisure & Family Facilities**
5. **Quiet Nature Trails**

Together, they provide a structured framework to transform the hillock into **Mahe's signature heritage, nature and leisure tourism landmark**.

|  |   |   |   |   |
|--|---|---|---|---|
|                          |     |   |                   |   |
| <p><b>Heritage Glow Zone</b></p>   | <p><b>Scenic Viewpoints</b></p>   | <p><b>Landscaped Gardens</b></p>  | <p><b>Leisure and Family Zone</b></p>   | <p><b>Quiet Nature Trails Zone</b></p>  |
| <p>Interpretive area near the lighthouse showcasing Mahe's colonial history and maritime significance.</p> | <p>Use of the natural landscape, attractive spots for photos and quiet relaxation</p> | <p>An aesthetic space for relaxation and sensory experience that features themed gardens. (sensory garden, medicinal plant garden, koi ponds etc)</p> | <p>Designed for social interaction and active play featuring a cafe or kosk with outdoor seating.</p> | <p>A low impact zone for immersion in nature. featuring bird watching, silence zone for meditation, educating native flora and fauna.</p> |

## 4.2. Proposed Development Strategy

1. Restore and maintain existing pathways, seating, handrails, and lighting to enhance safety, accessibility, and visual appeal.
2. Clear obstructive shrubs and selectively prune trees on scenic decks to provide unobstructed panoramic views of the Arabian Sea and Mahe River.
3. Introduce bilingual/trilingual signage, storytelling panels, and small heritage exhibits to interpret Mahe's French-era connections and lighthouse history.
4. Develop eco-friendly landscaping with themed gardens and seasonal flowering trees (Kanikonna, Jacaranda, Gulmohar, Kadamba) to enhance photogenic appeal and ecological balance.
5. Revive the existing cafeteria through private leasing and provide shaded seating, drinking water, and rest areas to encourage longer visitor stays.
6. Install photo frames and selfie points (e.g., "**Mesmerizing Mahe/Manasellaam Mahe**") to enhance visitor engagement and social media visibility.
7. Offer controlled low-impact nature and leisure activities such as guided heritage/nature walks, bird watching, and optional zip-line or adventure deck for young tourists.
8. Design clear pathways, warning signage, and restricted zones to maintain safe visitor circulation, especially in wooded or elevated areas.
9. Organize seasonal events, evening illumination, and small-scale cultural activities in line with heritage and ecological sensitivity.
10. Implement waste management, solar lighting, and native flora promotion to minimize ecological impact.

11. Position Mooppenkunnu Hillock as a signature heritage–nature tourism landmark of Mahe through brochures, social media, and tourism campaigns.

### 4.3. Proposed Features for the Development of Thematic Zones

#### a) Heritage Glow Zone



- Interpretive area near the lighthouse showcasing Mahe’s colonial history and maritime significance.
- French–Malayalam–English signage, small open-air museum panels, and heritage-styled benches.

#### b) Scenic View Point



- Restore the existing viewing decks with minimal intervention, replace rusted rails, repaint in earthy tones, and add directional boards (**Sea Deck and River Deck**).
- To enhance the site’s experiential and wellness value, **daily yoga and meditation sessions** can be organized on the **viewpoint decks**.
- *Strategic pruning of shrubs to open up serene vistas while conserving biodiversity.*
- Introduce Photo Frames or Selfie Points reflecting the theme e.g., “Confluence Point – Where Sea Meets River.”

### c) Landscaped Garden



- Develop themed gardens (e.g., a sensory garden, medicinal plant garden, Water features like koi ponds).
- Introduce seasonal flowering trees — *Kanikonna*, *Jacaranda*, *Gulmohar*, *Kadamba* — along the pathway.
- Use local flora with interpretive boards (botanical and cultural significance).
- The garden will represent *the natural bloom of Mahe's spirit*.

### d) Leisure and Family Zone



- An open space for children games. A Café or Kiosk with outdoor seating.
- Renovate and lease out the existing cafeteria to private operators.
- Operate as a “Hill Café” serving local delicacies, French-inspired bakers/ refreshments, and tea/coffee.
- Restore the open-air seating under canopies for the visitors.

### e) Quiet Nature Trails Zone

- Controlled access path through the wooded area for those seeking quiet, meditative nature walks.
- Install interpretive panels about local flora and fauna.

**Caution:** Night-time events should be avoided in this area due to the possible presence of venomous species. Conducting activities only during daylight hours will ensure visitor safety and minimize disturbance to the natural ecosystem.



## 5. Promotion, Revenue Generation and Visitor Strategy

To encourage wider public access and boost initial visitor numbers, the current entry fee of ₹10 may be waived temporarily, allowing visitors to experience Mooppenkunnu Hillock freely.

### 5.1. Income Generation Measures



- The existing hilltop café can be leased out to PTDC, SHG (Self Help Group) or private operators, offering local delicacies, refreshments, and beverages. **Small-scale local vendors** may be permitted to operate within **designated vending zones**, offering **handicrafts, fresh fruits,**

**and cultural souvenirs** that reflect Mahe’s local character. These kiosks should be **non-permanent without spoiling the** site’s visual harmony. A **nominal license fee or minimal commission** can be levied to ensure affordability for vendors while generating a modest revenue stream for site maintenance and management.

- Once the site becomes popular and attracts consistent visitor traffic, a moderate entry fee can be introduced, balancing revenue generation with accessibility.

## 5.2. Benefits

- Encourages high initial footfall.
- Increasing public awareness and engagement.
- Provides livelihood opportunities for local entrepreneurs without compromising visitor experience.
- Creates a sustainable revenue model for long-term maintenance, security, and facility enhancement.
- Ensures the hillock remains family-friendly and inclusive while gradually transitioning to a self-sustaining tourism site.

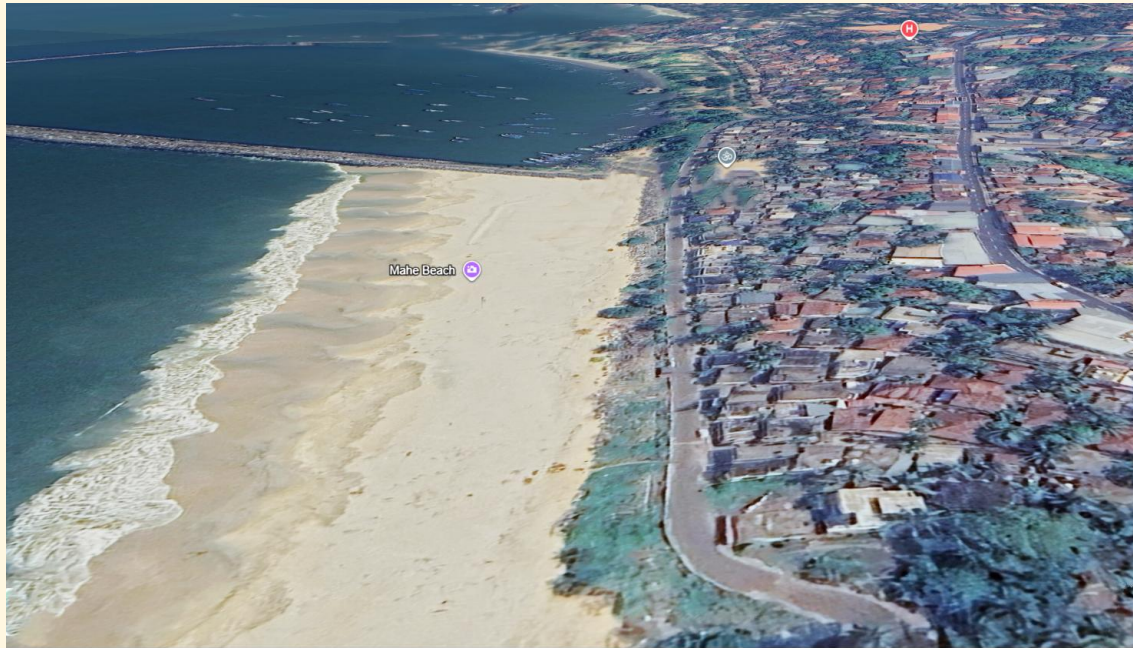
## 6. Supporting Interventions

- Assign regular cleaning, lighting maintenance, and security presence possibly through local youth or tourism volunteers.
- Reintroduce the site as “Mooppenkunnu Eco-Heritage Viewpoint
- QR-based digital storytelling of Mahe’s lighthouse and French connections.
- Small-scale heritage walks, sunrise photography contests, or evening illumination sessions during festivals can be organised.

## 7. Expected Outcomes

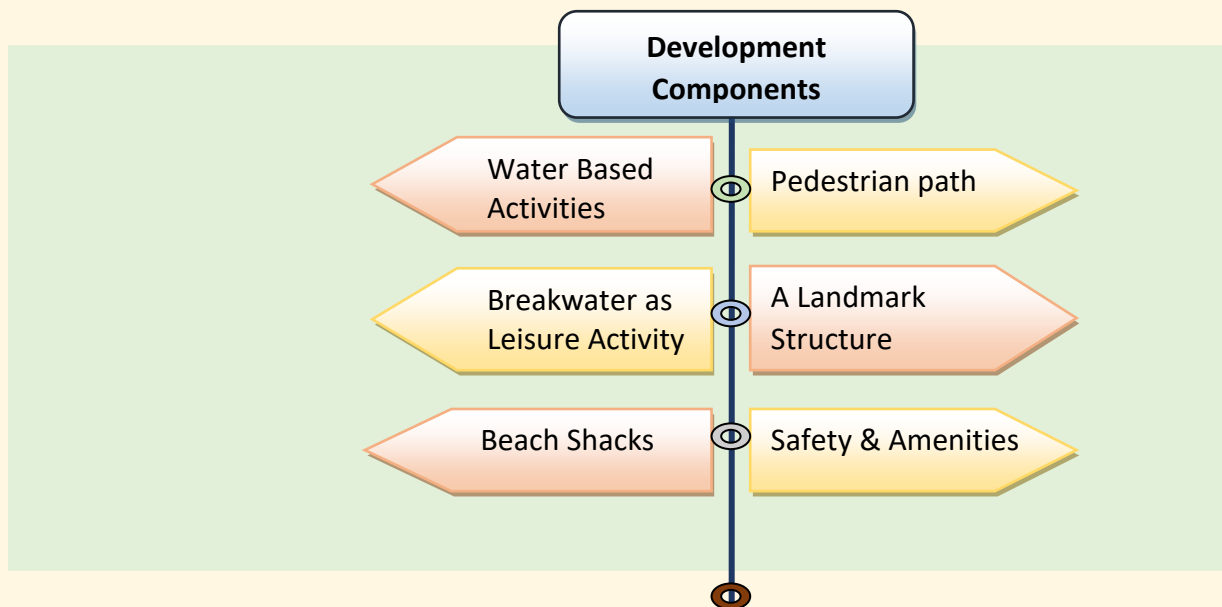
- Revitalized as Mahe’s signature Eco-heritage viewpoint.
- Enhanced family-friendly recreational value.
- Boost in visitor footfall through integrated café, scenic photo spots, and thematic branding.
- Preservation of heritage and ecology while ensuring safe public access.

## 15. Development of Mahe Beach and the Breakwater as a Major Tourism Attraction



### 1. Introduction

Mahe Beach, with a continuous shoreline stretch of over 300 metres, possesses significant potential for development as a vibrant and sustainable tourism destination. Through appropriate planning and well-defined activity zoning, the beach can emerge as a signature attraction of Mahe, offering enhanced recreational and leisure experiences while generating livelihood opportunities for the local community.



## 2. Water-Based Tourism Activities

The beach can be developed for controlled and safe water sports activities, similar to successful models at ***Shivrajpur Beach (blue flag certified), Dwarka (Gujarat) and across Goa beach and rivers*** .



### ***Proposed activities may include:***

- Banana boat rides
- Bumper boats
- Jet skis
- Recreational boat rides
- Kayaking and paddle boating (low-impact options)

These activities will diversify tourist experiences and increase average visitor stay time.

## 3. Pedestrian Path & Beach Walk Experience

A stretch of land measuring approximately 300 metres in length and 7–8 metres in width, running parallel to the beach road and presently covered with bushes, can be developed into a dedicated pedestrian pathway.

This walkway can feature:

- Paved walking track and Seating benches
- Landscaping, CCTV, proper signage and Lighting for evening use.

This will allow visitors to walk comfortably along the beach, encouraging leisure, fitness, and social interaction.



*The Proposed Pedestrian Pathway Site*

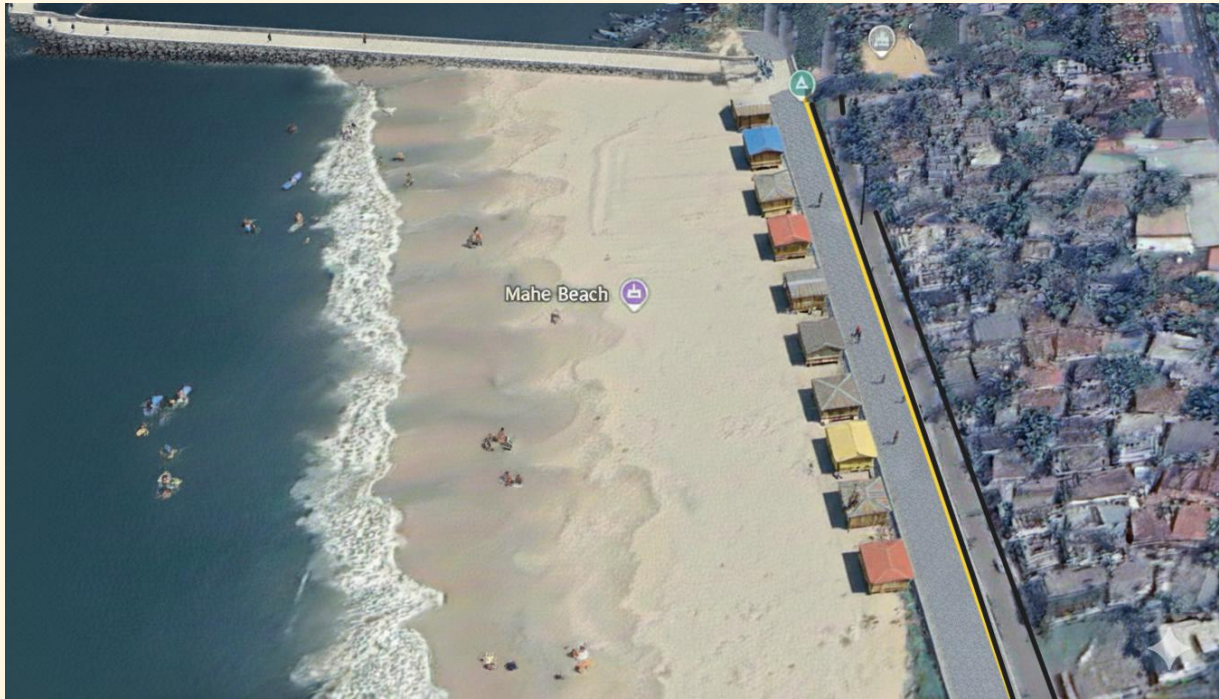
### **3. Beach Shacks & Visitor Facilities**

Well-designed beach shacks may be developed in designated zones to accommodate:

- Cafés and food stalls
- Local seafood outlets
- Water sports equipment storage
- Ticket counters and information kiosks
- Lifeguard towers and first-aid points
- Toilets, changing rooms, and drinking water facilities

These shacks should follow *uniform design guidelines* to maintain visual harmony and cleanliness.

## Proposed Development Model for Mahe Beach



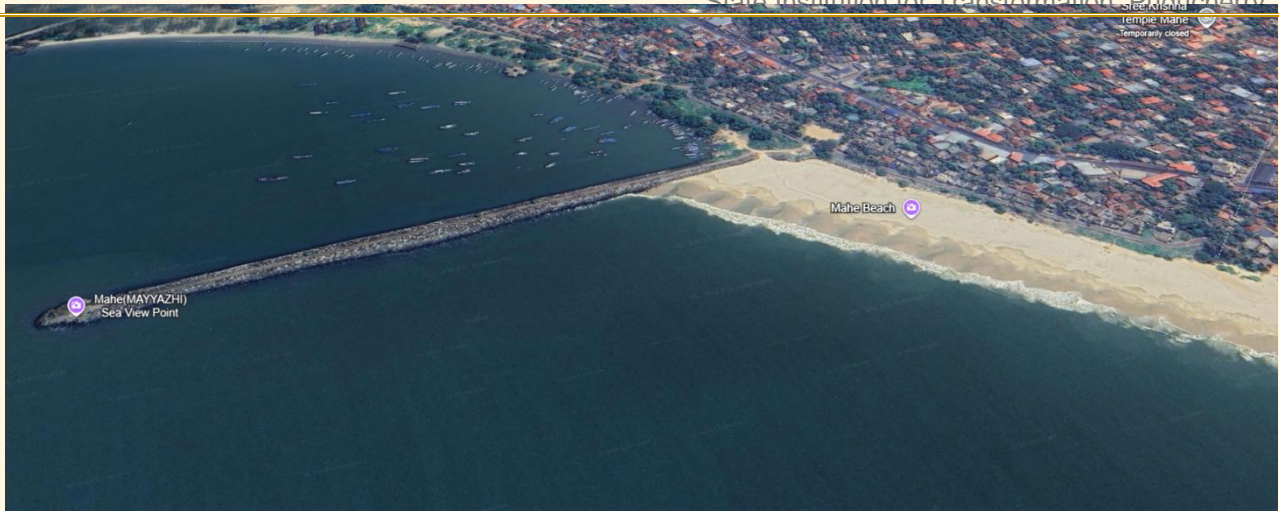
### 4. Breakwater as a Leisure & Activity Zone

The existing breakwater of approximately 500 metres length and 3.5 metres width (Approx) offers an excellent opportunity for tourism-oriented adaptive reuse.

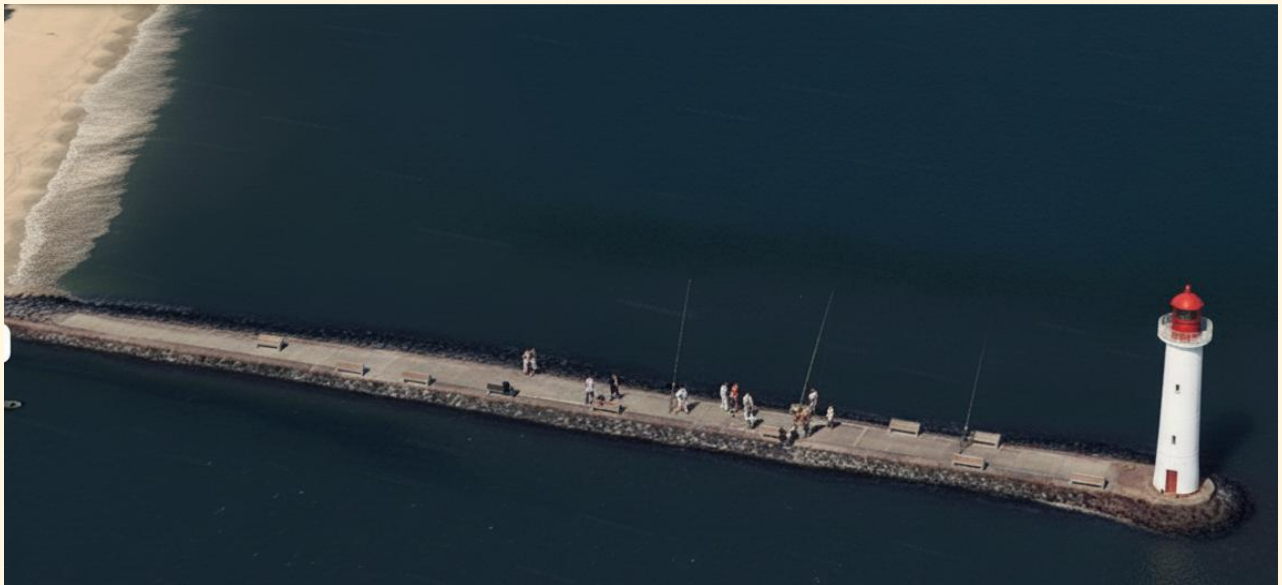
#### ***Proposed uses include:***

- Extended walking space, increasing the total promenade length to over 800 metres
- Leisure fishing zones for tourists (controlled and designated)
- Calm strolling space away from traffic and crowd
- Decorative lighting along walkways and breakwater

The breakwater will thus serve both as an activity extension and a tranquil leisure zone.



***The Breakwater Site for the Proposed Development***



***The Proposed development model for the Breakwaters in mahe beach***

## **5. Landmark Structure at the Breakwater End**

A modest, aesthetically designed landmark structure may be developed at the terminal point of the breakwater. The proposed structure shall:

- Serve as a designated viewing pavilion and photo point for visitors
- Emerge as a recognizable visual icon of Mahe, strengthening its coastal identity
- Function as a symbolic marker of the sea–river interface, highlighting the unique geographical character of the location

Such a feature will enhance visual appeal and promote social media visibility.

## **6. Community Participation & Sustainable Livelihoods**

The local fishermen community may be actively involved in:

- Operating boat rides and fishing experiences
- Managing shacks and food outlets
- Acting as guides for fishing and coastal activities

This approach ensures inclusive growth, community ownership, and sustainable tourism development.

## **7. Overall Impact**

With the proposed development at Mahe beach and its breakwaters, Mahe Beach shall evolve into:

- A multi-activity tourism destination
- A safe and walkable leisure destination
- A community-driven sustainable tourism model
- The most enjoyable and iconic public space in Mahe

This development is expected to significantly enhance Mahe's tourism profile, improve overall visitor experience and satisfaction, generate local employment opportunities, and reinforce Mahe's identity as a serene yet vibrant coastal destination.

## 16. Introduction of Seaplane-Based Tourism Infrastructure in Mahe



### 1. Introduction

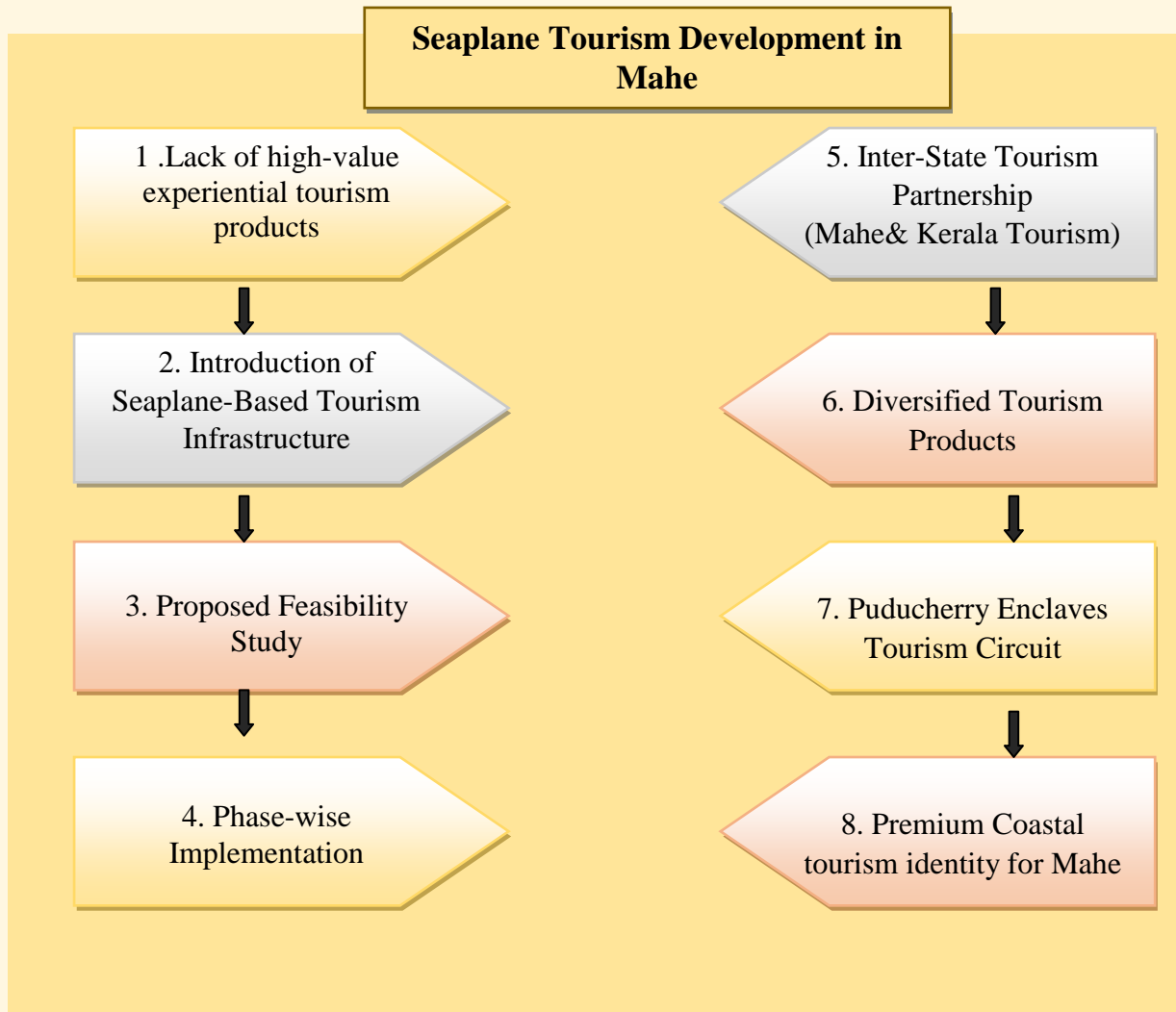
The growth of high-value tourism in the Mahe region is presently constrained by limited regional connectivity and the absence of distinctive, high-end experiential tourism products. In this context, the introduction of seaplane-based tourism infrastructure is proposed as a strategic intervention to enhance accessibility, diversify tourism offerings, and strengthen Mahe's positioning within the regional tourism network.

The Union Territory is currently undertaking harbour infrastructure development at Mahe. It is proposed to carry out a detailed feasibility study to assess the technical, operational, environmental, and regulatory suitability of the under-construction harbour site and adjoining coastal waters, including Mahe Beach, for the establishment of a Sea-drome (water aerodrome) to facilitate seaplane operations, subject to statutory approvals and regulatory clearances.

As part of the proposed intervention, seaplane services may initially be introduced in the form of short-duration scenic aerial rides over the Arabian Sea, showcasing Mahe's coastal landscape, river mouth, estuaries, and urban fabric. In subsequent phases, the service may be expanded to establish regional connectivity with key coastal and inland destinations in Kerala, which is presently in the process of operationalising seaplane

services connecting Kochi, Munnar, Lakshadweep, and other inland water bodies.

In this regard, strategic collaboration between Mahe Tourism and Kerala Tourism shall be proposed to create a mutually beneficial partnership, enabling Mahe's integration into broader coastal and backwater tourism circuits.





## 2. Tourism Development Outcomes of Establishing a Sea-drome in Mahe

- Improved regional connectivity linking Mahe with nearby tourism destinations such as Kochi, Munnar, Bekal, and Lakshadweep.
- Enhanced accessibility for domestic and international tourists, facilitating extended stays and multi-destination travel.
- Creation of a unique experiential tourism product through scenic aerial rides over the Arabian Sea, Mahe River, estuaries, and coastline.
- Diversification of tourism offerings beyond heritage, beach, and cultural tourism.
- Integration of Mahe into established coastal and backwater tourism circuits of Kerala, ensuring a sustained inflow of visitors.
- Positioning of Mahe as a strategic stopover hub for regional seaplane routes.
- Potential for long-term connectivity among all Puducherry enclaves—Puducherry, Karaikal, Mahe, and Yanam—through a seaplane network, forming a **Puducherry Enclaves Tourism Circuit**.
- Positive multiplier effects on the local economy through increased demand for accommodation, food and beverage services, handicrafts, transport, and allied services.
- Generation of direct and indirect employment opportunities in seaplane operations, tourism services, and destination management.

- Development of a distinct and premium tourism identity for Mahe, aligning it with international coastal destinations offering seaplane tourism.
- Strategic positioning of Mahe as a niche, high-value destination combining Indo-French heritage with experiential aerial tourism.

## 17. Proposal for Establishing a Tidal Pool Facility in Mahe



Model Pool: Walpole Bay Tidal Pool (UK)

### 1. Background & Context

Mahe is a coastal destination with significant tourism potential. However, much of its coastline is unsuitable for direct sea bathing due to strong currents, unpredictable wave action, rocky seabeds, and seasonal monsoon conditions. These factors pose serious safety risks to both visitors and local residents, resulting in restrictions on swimming and limited recreational use of the beachfront.

Despite these constraints, there is strong demand for safe, sea-based recreational experiences. Internationally, similar coastal conditions have been successfully addressed through the development of tidal pools (ocean pools), which allow controlled interaction with seawater while ensuring safety.

## **2. Need for a Tidal Pool in Mahe**

The establishment of a tidal pool is proposed to address the following challenges:

- Unsafe conditions for open-sea swimming along the Mahe coast
- Limited family-friendly and inclusive beach recreation options
- Underutilisation of coastal public spaces
- Missed opportunities to enhance tourist experience and length of stay

A tidal pool offers a safe alternative to open-sea bathing while retaining the experiential value of swimming in natural seawater.

## **3. Objective of the Proposal**

The key objectives of establishing a Beach Pool in Mahe are to:

- Provide a safe and controlled swimming environment for tourists and residents
- Enhance Mahe's appeal as a family-friendly and leisure-oriented destination
- Improve utilisation of the beachfront while minimising safety risks
- Introduce an innovative coastal tourism product aligned with global best practices
- Support local livelihoods and micro-enterprises linked to beach tourism

## **4. Concept of the Tidal Pool**

The proposed tidal pool shall be a semi-natural swimming enclosure constructed along the shoreline, designed to allow seawater to enter naturally during high tide while remaining protected from strong currents and waves.

**Key features include:**

- Reinforced pool walls integrated with natural rock formations
- Natural seawater circulation through tidal exchange
- Designated shallow and deep sections
- Non-slip surfaces, handrails, and safety ladders
- Lifeguard stations and emergency access points
- Basic amenities such as changing rooms, showers, seating, and shaded areas

The facility will allow users to experience seawater swimming without exposure to open-sea hazards.

International precedents include tidal pools and ocean pools in countries such as Australia, South Africa, and Singapore, which successfully combine safety with coastal recreation.

**5. Proposed Location & Design Considerations**

## 5.1. Site Selection & Design Considerations

- Location shall be selected based on coastal geomorphology, wave patterns, and minimal environmental impact.
- Preference shall be given to sites with natural rock outcrops, which reduce construction intensity and enhance stability.
- Design shall be climate-resilient, accounting for monsoon conditions, tidal variations, and long-term sea-level changes.
- Environmental safeguards shall be incorporated to protect marine ecology and coastal processes.

A detailed technical feasibility study and environmental assessment shall be undertaken prior to finalisation.

## 6. Implementation Framework

The project may be implemented through:

- **Public funding**, or
- **Public-Private Partnership (PPP) mode**, depending on scale and viability

Key implementation steps include:

1. Preliminary feasibility and site assessment
2. Concept design and cost estimation
3. Environmental and statutory clearances
4. Construction and safety certification
5. Operations, maintenance, and monitoring

## 7. Expected Outcomes

- Significantly improved swimming safety along the coastline
- Increased utilisation of beach areas for recreation
- Enhanced tourist satisfaction and destination competitiveness
- New employment opportunities in safety, maintenance, and visitor services
- Strengthened positioning of Mahe as an innovative coastal destination

## **8. Sustainability & Community Benefits**

- Promotes inclusive access to coastal recreation
- Encourages responsible use of coastal spaces
- Provides opportunities for local vendors, guides, and service providers
- Aligns with sustainable and community-centric tourism development principles

## **Conclusion**

The proposed tidal pool represents a strategic coastal infrastructure intervention that addresses safety concerns while enhancing recreational value and tourism appeal. By enabling controlled access to seawater in a protected environment, the project aligns with sustainable coastal management and best international practices. The initiative is recommended for consideration as a pilot project for strengthening Mahe's coastal tourism infrastructure.

## 18 . Tourism & Lifestyle Cluster Development Project at Palloor



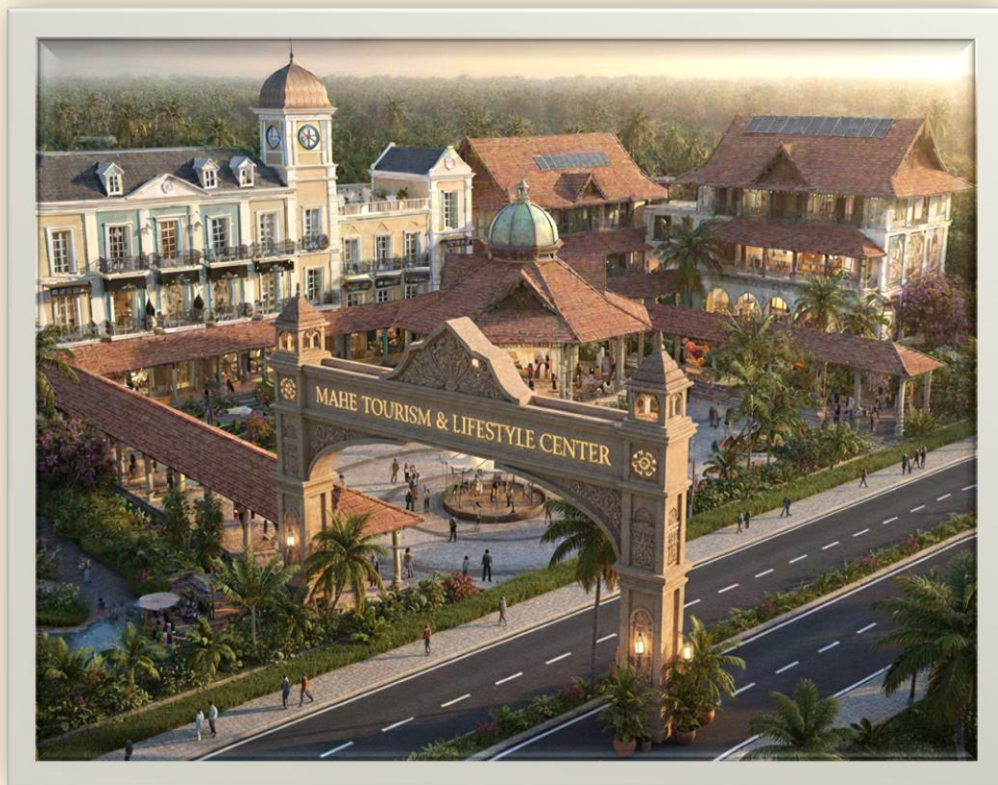
### 1. Introduction

As part of the cluster-based tourism development model, the Palloor region is proposed to be developed as a Tourism, Shopping and Lifestyle Centre within the Mahe Tourism Strategic Plan, leveraging its strategic location along the NH-66 corridor and proximity to Mahe town. The proposal envisages two complementary projects:

- 1. The conversion of the Cannanore Spinning Mill into a Mahe Tourism & Lifestyle Centre, and**
- 2. Development of the *Palloor Shopping Village*, a premium retail and leisure destination.**

While the Tourism & Lifestyle Hub will function as the gateway, orientation, and facilitation centre for Mahe tourism, the Shopping Village will serve as the primary commercial and lifestyle destination offering curated retail, dining, and leisure experiences. Together, these projects will establish Palloor as a key tourism–lifestyle cluster, enhancing visitor experience, increasing dwell time and spending, and supporting the planned and sustainable growth of tourism in Mahe.

## 18.(a). Conversion of Cannanore Spinning Mill, Palloor into a Mahe Tourism & Lifestyle Center



### 1. Introduction and Context

The Cannanore Spinning Mill at Palloor, spread across approximately 6 acres, is a defunct industrial facility strategically located along the NH-66 corridor, which experiences heavy vehicular and tourist movement. With nearly 2 km of highway stretch passing through Palloor, the area is naturally emerging as a gateway and transit zone for Mahe.

Once a symbol of industrial activity, the abandoned mill now presents a unique opportunity for adaptive reuse, allowing it to be transformed into a *Mahe Tourism & Lifestyle Center*, a central facility that supports tourism development, enhances visitor experience, and anchors the Palloor tourism cluster.

## 2. Need for the Proposed Center

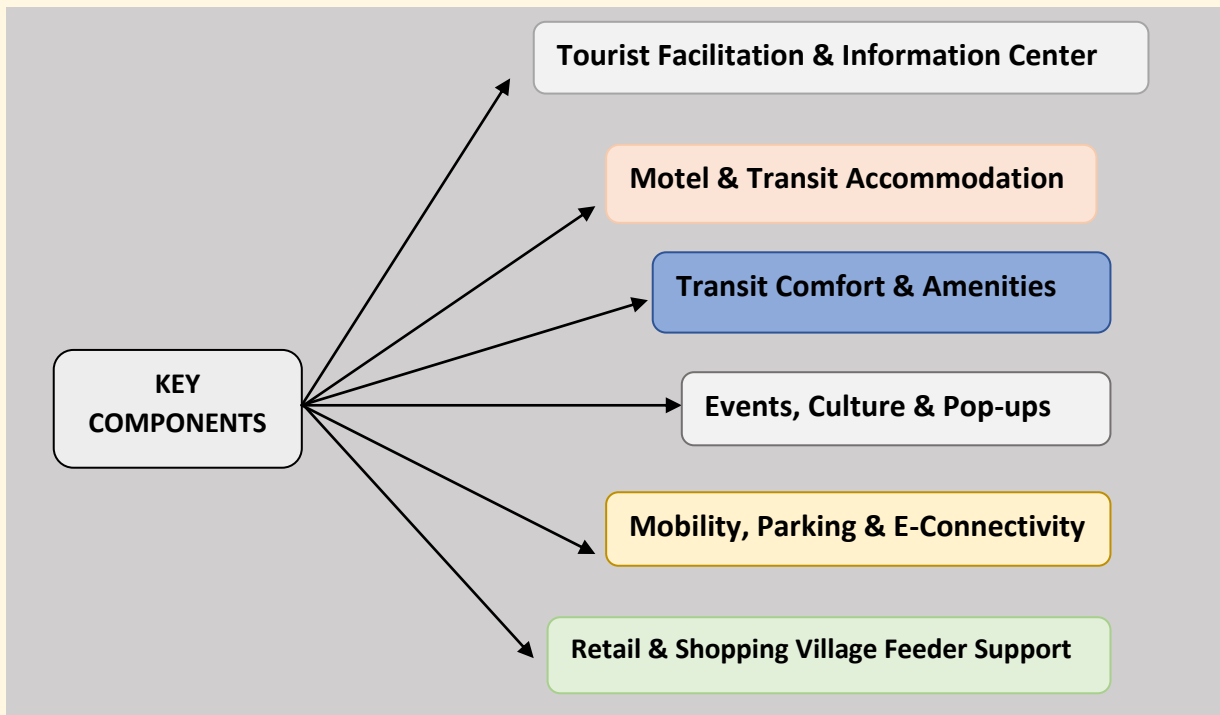
Mahe is being envisaged as a boutique coastal tourism destination. However, at present, it lacks a centralized tourism facility capable of supporting planned tourism growth in a coordinated and efficient manner. There is a clear requirement for a dedicated hub that can:

1. Provide visitor orientation, information dissemination, and facilitation services
2. Coordinate tourism activities, transport arrangements, and tour operations
3. Regulate and manage tourist movement across multiple thematic tourism clusters

The proposed conversion of the Cannanore Spinning Mill into a Mahe Tourism & Lifestyle Centre is intended to address this critical institutional and infrastructural gap. The facility will function as a gateway, facilitation, and experiential centre for Mahe tourism, while also complementing and supporting adjacent commercial developments, including the proposed Palloor Shopping Village, thereby strengthening Palloor's role within the Mahe Tourism Strategic Plan.



## 4. Proposed Development Components



### A. Tourist Information & Facilitation Centre

- Comprehensive tourist information counter.
- Booking facilities for Mahe sightseeing tours, Water sports and river activities, Wellness and cultural experiences, Kerala–Mahe integrated tour circuits.
- Multilingual assistance and digital kiosks.
- Interactive displays, audio-visual presentations.
- Orientation space introducing Mahe’s tourism clusters.

### B. Motel, Transit Lounge & Accommodation

- Development of a **highway motel** catering to long-distance travelers on NH-66, tourists visiting Mahe and nearby Kerala destinations.
- Features to include secure parking, quick check-in, dining access, and rest facilities.
- Rest lounges for tourists and highway travelers.
- Clean restrooms, cloakrooms, ATMs, and basic amenities.

### C. Food & Beverage Zone

- Curated cafés and food courts catering to tourists, Highway travelers, Event visitors.
- Focus on comfort and convenience rather than high-end retail dining.

*D. Event, Cultural & Community Spaces*

- Open and semi-covered spaces for Cultural performances, Weekend events, Tourism festivals, Exhibitions and fairs.
- Flexible spaces for community and tourism engagement.

*E. Pop-Up Markets & Temporary Exhibitions*

- Designated areas for Artisan pop-ups, Local product exhibitions, Seasonal and weekend markets.
- May Act as a **feeder platform** for the proposed Palloor Shopping Village retail.

*F. Mobility & Access Hub*

- Centralized parking for cars, buses, and tourist vehicles.
- EV charging stations.
- Shuttle and e-mobility services connecting other tourism clusters such as Mahe town, Beach and heritage zones.

**5. Heritage & Design Approach**

- Retain and adapt existing mill structures wherever feasible.
- Preserve the industrial character through exposed brickwork, steel elements, and large spans.
- Blend heritage architecture with modern services and landscaping.
- Develop pedestrian-friendly, shaded, and open public spaces.

**6. Strategic Role within Mahe Tourism Plan**

The Mahe Tourism & Lifestyle Center will:

- Function as the primary gateway to Mahe tourism.
- Support and channel tourist flow to Palloor Shopping Village and other clusters.
- Strengthen Mahe's branding as a boutique yet accessible destination.
- Facilitate regional tourism integration with North Kerala circuits.
- Enable phased development and PPP participation.

## Conclusion

The proposed conversion of the *Cannanore Spinning Mill into the Mahe Tourism & Lifestyle Center* represents a strategic, sustainable, and heritage-led intervention. By repositioning a defunct industrial asset into a vibrant tourism support facility, the project will enhance visitor experience, strengthen Palloor as a tourism node, and play a pivotal role in the long-term tourism development of Mahe.

## 19. Proposal for Development of Palloor Shopping Village

(A Premium retail and lifestyle destination for Mahe)



### 1. Concept & Vision

Le Palloor Shopping Village is proposed as a premium, open-air shopping and leisure destination at Palloor, Mahe, designed to complement Mahe's emerging identity as a boutique coastal destination. Strategically located along the NH-66 corridor, the project aims to attract both destination tourists and high-volume transit visitors, thereby enhancing tourism revenue and overall visitor experience. The development will also complement the nearby Mahe Tourism & Lifestyle Center and strengthen Palloor's role as a tourism-lifestyle district within the Mahe Tourism Strategic Plan.

### 2. Speciality of Le Palloor Shopping Village

The key speciality of the Shopping Village lies in its village-style retail concept that blends heritage-inspired architecture with contemporary design. Unlike conventional malls, it offers a relaxed, walkable environment with landscaped streets, courtyards, and plazas, creating a memorable and family-friendly shopping experience.

### 3. Need for the Project

Despite steady tourist inflow, Mahe currently lacks:

- A dedicated, organized premium shopping destination of high visual and experiential quality,

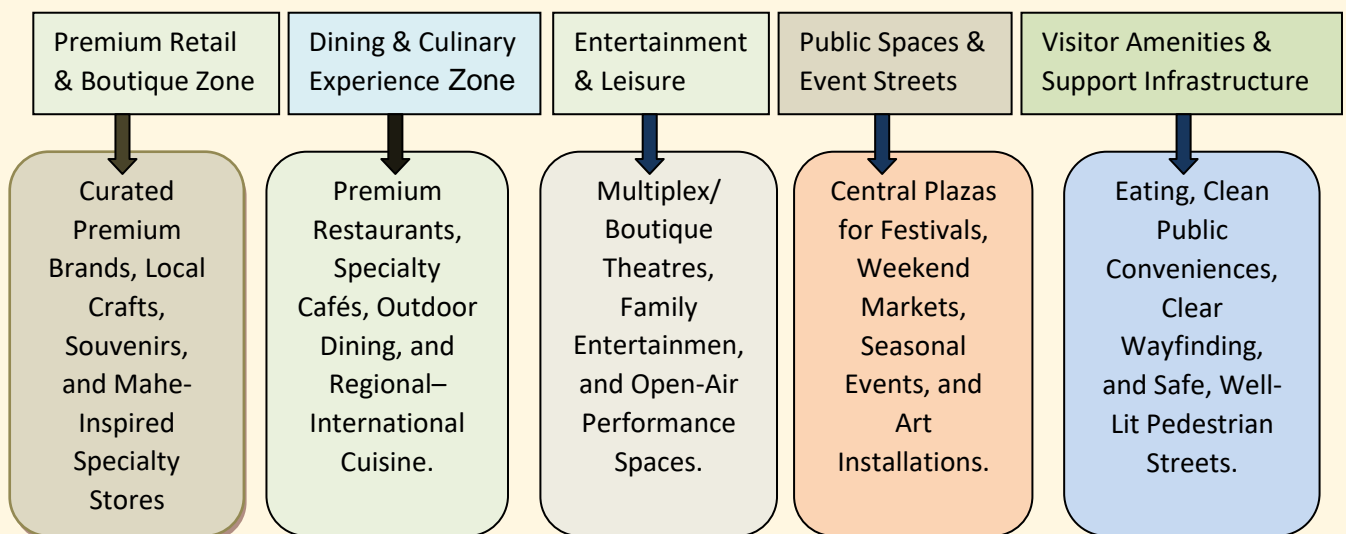
- Quality retail and dining options that encourage higher tourist spending and longer dwell time,
- A family-friendly evening and night-time leisure environment.

Palloor Shopping Village is proposed to address these gaps by creating a curated premium shopping and leisure experience, thereby enhancing Mahe's attractiveness as a tourism destination and strengthening its economic base.

#### 4. Objectives:

- Create a premium retail and lifestyle environment for tourists and residents.
- Encourage tourist spending and extended stays in Mahe.
- Support local artisans, designers, and entrepreneurs.
- Establish Palloor as a vibrant evening and leisure zone.
- Attract private investment through a PPP-friendly commercial model.

#### 5. Proposed Development Components



##### A. Premium Retail & Boutique Stores

- Curated premium retail outlets and lifestyle brands.
- Handcrafted products, souvenirs, and locally inspired merchandise.
- Specialty stores reflecting Mahe and regional culture.

##### B. Dining, Cafés & Culinary Experiences

- Premium restaurants and specialty cafés.
- Outdoor dining and evening leisure spaces.
- Culinary experiences showcasing regional and international cuisine.

### **C. Entertainment & Leisure Facilities**

- Multiplex cinema / boutique theatres.
- Family-oriented entertainment zones.
- Open-air performance and activity spaces.

### **D. Public Spaces & Event Streets**

- Central plazas for festivals, fashion events, and weekend markets.
- Seasonal events and night markets.
- Art installations and interactive public spaces.

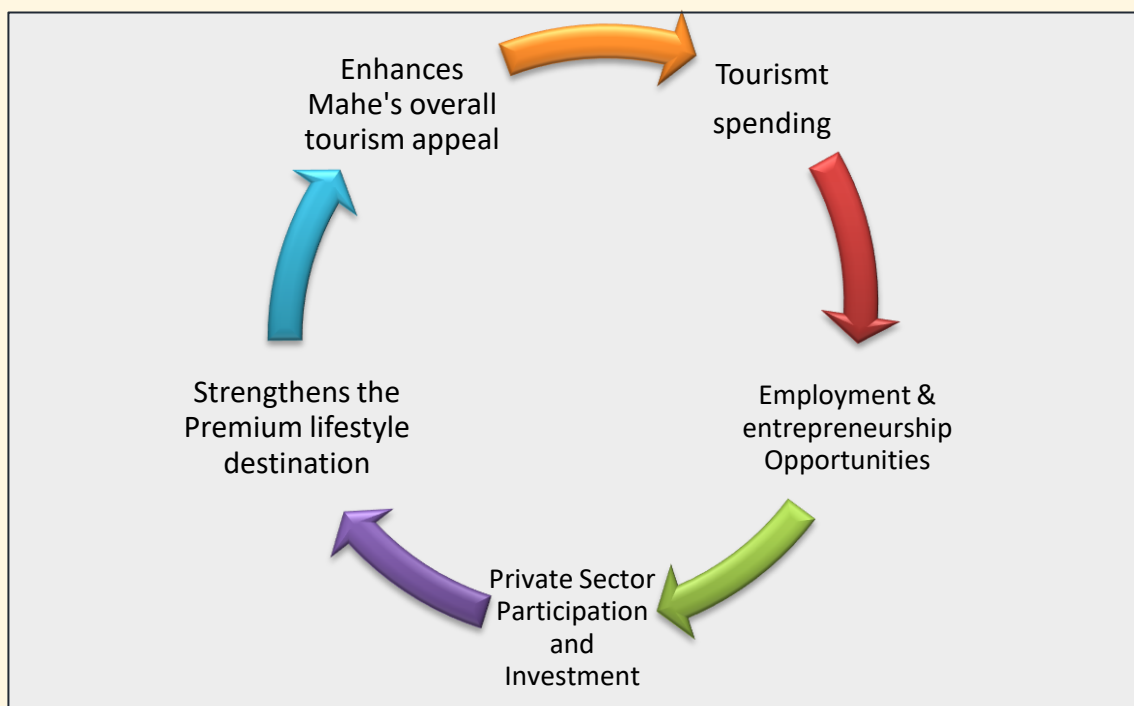
### **E. Visitor Amenities & Support Infrastructure**

- Comfortable seating and rest areas.
- Clean public conveniences and wayfinding signage.
- Safe, well-lit streets encouraging evening and night-time use.

## **6. Integration with Mahe Tourism & Lifestyle Hub**

Palloor Shopping Village will be closely integrated with the Mahe Tourism & Lifestyle Hub, ensuring seamless tourist movement, shared infrastructure, and coordinated events and promotions.

## **7. Economic and Tourism Benefits**



## 8. Implementation Approach

- Development through *Public-Private Partnership (PPP)* or phased private investment.
- Modular planning for scalable development.
- Strong urban design and branding controls.

## Conclusion

The proposed ***Palloor Shopping Village*** will serve as flagship premium retail and lifestyle destination, complementing Mahe's tourism vision and reinforcing Palloor's role as a key tourism-lifestyle cluster. The project will significantly contribute to tourism growth, economic development, and destination branding in Mahe.

## 20. Boulevard Development as Rue Utsavam with Central Park – Mahe

### 1. Introduction and Vision

The proposed Boulevard Development as “Rue Utsavam” with a Central Park envisions a transformative urban intervention for Mahe town, aligning mobility, public space, heritage, and cultural life into a unified urban corridor. The concept draws from the traditional idea of *Rue* (street as a civic space) and *Utsavam* (festival street), reimagining the boulevard not merely as a traffic conduit but as a multifunctional public realm that supports social interaction, cultural expression, walkability, and ecological balance.

The image illustrates a clearly defined boulevard loop, anchored by a central park within the dense urban fabric of Mahe, and connected to key landmarks such as the Civil Station precinct, St. Teresa’s Church, and Mahe Boulevard Road. The proposal respects existing land uses including the pumping station and cemetery while reorganizing the spatial hierarchy to foreground pedestrians, greenery, and civic identity.

### 2. Strategic Importance of the Boulevard Development

The Boulevard Development as Rue Utsavam holds multi-dimensional importance for Mahe:

- **Urban Identity:** Creates a recognizable and culturally rooted city image.
- **Social Cohesion:** Provides inclusive spaces for daily interaction and festival celebrations.
- **Economic Vitality:** Enhances footfall, supports local vendors during events, and boosts tourism.
- **Governance and Planning:** Demonstrates a model of decentralized, context-sensitive urban development.
- **Sustainability:** Balances built form, green infrastructure, and mobility in a compact town setting.

### 3. Spatial Structure and Urban Design Framework

#### *Boulevard as a Structured Urban Spine*

The red-outlined boulevard road forms a continuous urban loop, improving legibility and connectivity within Mahe town. This loop functions as:

- A primary ceremonial street during festivals and public events.
- A traffic-calmed urban artery, prioritizing pedestrians and non-motorized transport.
- A visual and experiential connector between civic, religious, and cultural nodes.



By redesigning Mahe Boulevard Road with an emphasis on central park integration and green buffers, the proposal shifts from vehicular dominance to a people-centric street design, consistent with contemporary complete-street principles.

#### **4. Central Park as the Civic Heart**

The proposed Mahe Central Park, highlighted in green, is strategically located within the boulevard loop, enabling:

- Easy pedestrian access from all surrounding neighborhoods.
- A cooling green lung in a dense urban context.
- A focal space for daily recreation as well as festival-related congregation.

This central park is not an isolated green patch but a structuring element around which the boulevard activity, movement, and identity revolve. The visual linkages shown in the image reinforce its role as a spatial anchor.

#### **5. Cultural Anchors and Heritage Integration**

##### ***Civil Station Precinct as a Landmark***

The proposal identifies the area near the Civil Station as a landmark zone, recommending architectural expression inspired by Mahe vernacular architecture, complemented by a water cascade feature. This intervention serves multiple purposes:

- Establishes a strong visual gateway to the boulevard.
- Reinforces the distinct identity of the Union Territory of Puducherry in Mahe.
- Creates a civic landmark that blends administration, culture, and tourism.

##### ***St. Teresa's Church Junction as a Walkway Node***

Transforming the St. Teresa's Church Road junction into a vibrant pedestrian-oriented walkway is a critical placemaking strategy. During church festivals, the space can accommodate:

- Temporary stalls and small-scale shopping.
- Processions and community gatherings.
- Safe, inclusive pedestrian movement without traffic conflicts.

This reinforces the concept of *Rue Utsavam*, where streets become extensions of cultural life rather than barriers.

## **6. Functional Reorganization and Regulatory Sensitivity**

### ***Respecting Existing Essential Functions***

A notable strength of the proposal is its non-disruptive planning approach. The redesign of the boulevard consciously avoids disturbing the entry and exit of both the below mentioned existing activities.

- The existing pumping station.
- The cemetery area, which is treated with respect and buffer landscaping.

This demonstrates sensitivity to functional and social realities, ensuring that urban transformation remains inclusive and pragmatic.

### ***Rationalization of Incompatible Uses***

The proposal recommends relocating liquor shops to internal roads, ensuring:

- Compliance with norms restricting liquor outlets near national/state highways and service lanes.
- Improved public realm quality along the boulevard.
- Enhanced safety and family-friendly character of the central public spaces.

Such functional zoning refinements strengthen the boulevard's role as a civic and cultural spine rather than a fragmented commercial strip.

## 7. Mobility, Environment, and Public Life

### *Walkability and Traffic Management*

The boulevard redesign supports:

- Wider footpaths and shaded walkways.
- Traffic calming at junctions, particularly near religious and civic nodes.
- Seamless pedestrian access between the central park, landmarks, and neighborhoods.

This aligns with sustainable mobility objectives and promotes healthier urban lifestyles.

### *Green Infrastructure and Microclimate Benefits*

The emphasis on greenery and central open space contributes to:

- Urban heat island mitigation.
- Improved stormwater absorption and environmental resilience.
- Enhanced visual quality and everyday usability of public spaces.

The integration of small-scale water features further strengthens climatic comfort and cultural symbolism.

## Conclusion

The proposed boulevard and central park development represents a strategic urban transformation rather than a standalone infrastructure project. By integrating cultural heritage, civic landmarks, green spaces, and pedestrian-friendly design, the Rue Utsavam concept redefines the role of streets in Mahe—from traffic corridors to living public spaces.

If implemented with careful phasing, stakeholder engagement, and design detailing, this boulevard can emerge as a replicable model for small-town urban renewal within the Union Territory of Puducherry, reinforcing Mahe's unique identity while improving quality of life for residents and visitors alike.

## 21. Installation of Iconic Photo Frames, Selfie Points, and Landmark Structures for Tourism Promotion in Mahe



### 1. Concept

- **Visitors increasingly seek photo-worthy and shareable experiences** that allow them to capture memorable moments and showcase them on social media platforms.
- **Recognizing this global trend**, it is proposed to introduce **iconic photo frames and selfie points** across key tourist zones in Mahe.
- These installations will be **designed to reflect Mahe's unique blend of French heritage, coastal beauty, and serene charm.**
- The initiative will help **generate organic promotion and enhance the destination's visibility** through user-generated social media content.
- This approach offers a **cost-effective means of tourism marketing and brand building**, leveraging visitors as ambassadors of Mahe.

Accordingly, a set of model structures for the photo points is proposed for review and consideration.

**2. Proposed model structures for the Photo Points**  
*Pictures Generated through AI technology*









### 3. Proposed Locations for the installation of Photo Frame structures

The following high-footfall and visually prominent locations are recommended for the installation:

|                    |                        |
|--------------------|------------------------|
| 1. Mahe Riverside  | 2. Moopenkunnu Area    |
| 3. Mahe Beachfront | 4. Manjakkal Boathouse |

These locations have been selected based on their scenic appeal, tourist footfall, accessibility, and potential to create strong visual branding for Mahe tourism.

Following successful implementation and public the initiative can be gradually extended to other tourism clusters of Mahe, including *Kallayee*, *Chalakkara*, *Palloor* and *Pandakkal*.

## 22. Development of a Musical Fountain and River Illumination Experience at the Mayyazhi Riverfront, Mahe



### 1. Background & Rationale

It is proposed to develop a Musical Fountain along the Mayyazhi riverfront, near Tagore Park. The feature will enhance Mahe's night-time appeal while respecting environmental and heritage considerations.

### 2. Proposal Objective

The primary objectives of the proposal are to:

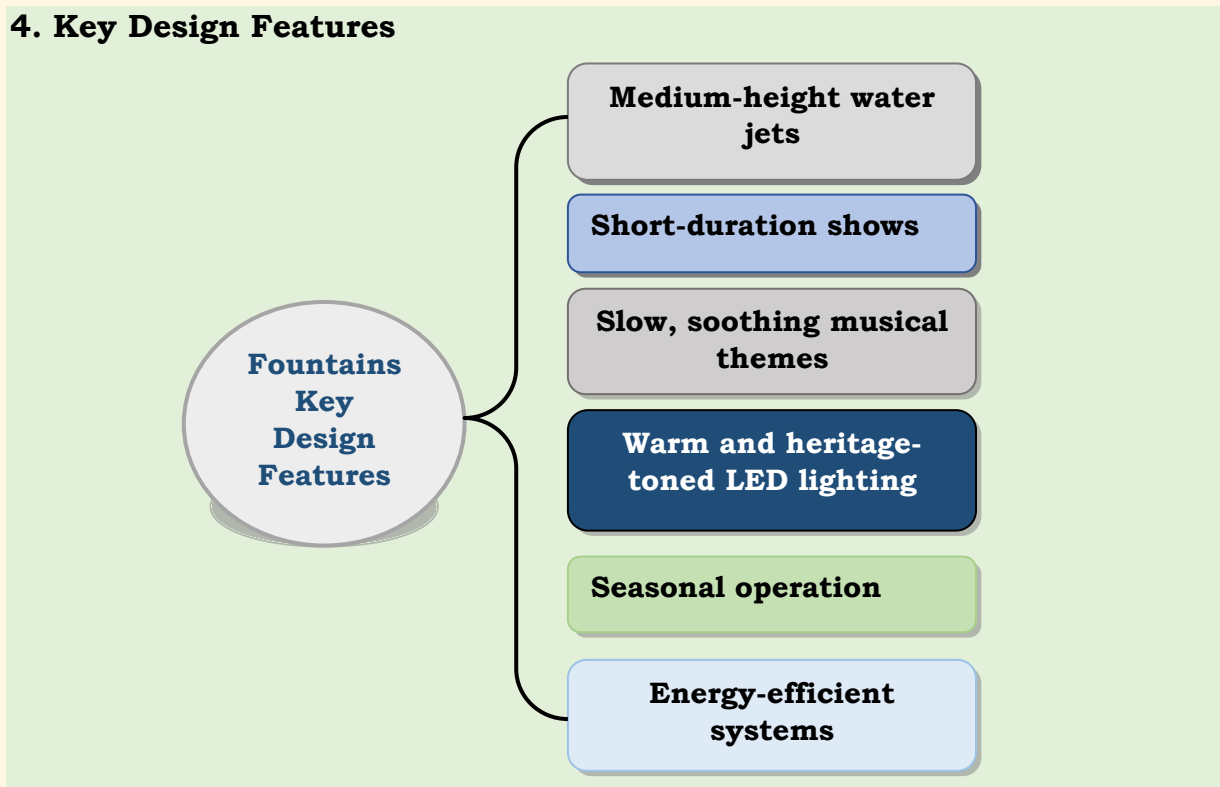
- Enhance night-time tourism aesthetics in Mahe
- Create a family-friendly & Complement the proposed heritage pedestrian bridge visually
- Strengthen Mahe's destination branding without ecological stress.

### 3. Concept Description

The proposed intervention shall not be a large high-energy musical fountain, but a Medium sized fountain with a subtle musical light and water feature, designed to work in harmony with the river, landscape, and heritage setting.

The fountain will act as a river illumination experience, where water movements, music, and lighting together create a calm and elegant visual spectacle.

#### 4. Key Design Features



1. Medium-height water jets, integrated near the river edge or floating platforms
2. Short-duration shows of 10–15 minutes, limited to selected evening hours
3. Slow, soothing musical themes, such as Classical Indian instrumental, or fusion compositions
4. Warm and heritage-toned LED lighting, avoiding aggressive colour patterns
5. Seasonal operation, with shutdown during monsoon or high river flow periods
6. Energy-efficient systems with automated controls

## 5. Location & Integration Strategy

- Shall be Located slightly away from the estuary mouth to reduce ecological disturbance
- Oriented to offer clear visibility from the heritage pedestrian bridge, making the bridge as a viewing deck
- Integrated with riverfront promenades and seating areas, without permanent intrusive structures
- Designed to blend seamlessly into the riverfront landscape

## 6. Environmental & Social Safeguards

- Eco-sensitive design respecting river ecology and estuarine dynamics
- Controlled lighting intensity and sound levels
- No continuous operation but with limited shows.
- Regular monitoring of water quality and aquatic impact
- Open and inclusive access for local residents and tourists

## 7. Tourism & Experiential Value

- Enhances Mahe's evening leisure and family tourism
- Encourages longer visitor stays.
- Creates a distinct night-time visual identity for Mahe
- Offers excellent photography and branding opportunities
- Strengthens the riverfront as a calm, high-quality public space

## 8. Policy & Planning Alignment

The proposal aligns with:

- Responsible and Sustainable Tourism principles
- Heritage-led urban and tourism development
- Low-impact public infrastructure models
- Mahe's branding as a boutique coastal destination

The restrained and sensitive nature of the proposal also makes it easier to justify during environmental and heritage clearance processes.

## Conclusion

The proposed Low-Impact Musical Fountain / River Illumination Experience at the Mayyazhi riverfront is a balanced, elegant, and future-ready tourism intervention. It enhances Mahe's night-time charm without compromising its ecological integrity or heritage character. When viewed in conjunction with the heritage pedestrian bridge, it will create a memorable yet serene experience that reflects Mahe's identity as a refined coastal destination.

## 23. Pandakkal Sponge Park, Mahe - Urban Water Recharge and Flood Resilience Infrastructure with Tourism Potential



### 1. Introduction

Mahe, a coastal enclave of the Union Territory of Puducherry, is increasingly vulnerable to urban flooding, surface runoff, and gradual depletion of groundwater resources, primarily due to high rainfall intensity, low-lying topography, and progressive urbanization. The Pandakkal Sponge Park proposal responds to these challenges by introducing a nature-based, multifunctional water management system, aligned with the principles of sponge city planning and blue-green infrastructure.

The site proposed for sponge park (a part of storm water management) in Pandakkal, a natural low-lying floodplain area on the north-eastern side of Mahe, covering approximately 23 acres, and hydrologically influenced by the Ponniam River branch and minor channels such as Kovvali puzha. This strategic location offers a rare opportunity to integrate flood control, groundwater recharge, ecological restoration, and eco-tourism within a single urban landscape intervention.

### 2. Strategic Importance for Mahe



The proposed sponge park holds strategic importance in multiple dimensions:

1. **Flood Resilience:** Mitigates urban flooding through natural storage and delayed discharge.
2. **Water Security:** Enhances groundwater recharge in a high-rainfall coastal context.
3. **Urban Ecology:** Protects and restores blue-green assets within the urban fringe.
4. **Tourism Diversification:** Introduces eco-tourism and educational tourism to Mahe.
5. **Climate Adaptation:** Aligns with national and global climate-resilient urban planning frameworks.

### **a. Spatial Context and Hydrological Significance**

#### ***Location Advantage***

The proposed site lies:

- Within a natural floodplain, historically acting as a buffer during high rainfall events.
- Adjacent to major drainage channels connected to the Ponniyam River system.
- In proximity to Pandakkal Iyyapa Temple and urban forest areas, adding cultural and ecological value.
- Near the Pallor-Moolakada sub-arterial road, enabling regional accessibility without disturbing residential neighborhoods.

This convergence of hydrological, cultural, and mobility assets positions Pandakkal as an ideal node for a demonstration of scale of sponge park in Mahe.

### **b. Blue-Green Network Integration**

The sponge park is envisioned as a core component of Mahe's emerging blue green network, enabling:

- Temporary storage of stormwater during peak rainfall.

- Gradual percolation into aquifers.
- Controlled release into downstream channels, thereby reducing flood peaks in built-up areas.

Such integration enhances the overall resilience of Mahe's urban watershed system.

### **c. Functional Design and Water Recharge Mechanisms**

#### ***Sponge Park Concept***

The sponge park is designed to absorb, store, filter, and reuse rainwater, functioning as a man-made reservoir system embedded within a natural landscape. Key components include:

- Sunken green basins and retention ponds.
- Bioswales and vegetated channels.
- Permeable surfaces and infiltration zones.
- Seasonal wetlands and water plazas.

Together, these elements significantly reduce surface runoff while improving groundwater recharge efficiency.

#### ***Flood Prevention Role***

By intercepting stormwater at a low-lying convergence point, the sponge park:

- Reduces downstream flooding in urban Mahe.
- Minimizes pressure on conventional stormwater drains.
- Acts as a buffer during extreme rainfall events, which are becoming more frequent due to climate variability.

This approach shifts flood management from reactive engineering solutions to preventive, landscape-based resilience infrastructure.

### **d. Environmental and Ecological Benefits**

The development of Pandakkal Sponge Park contributes to:

- Protection of existing green cover and water bodies, preventing further ecological degradation.
- Restoration of riparian edges along river branches and minor channels.
- Improvement in urban microclimate through evapotranspiration and shaded landscapes.
- Enhancement of local biodiversity by creating wetland and forest-edge habitats.

These benefits collectively strengthen Mahe's environmental carrying capacity while maintaining its small-town ecological character.

## **e. Tourism and Place-Making Potential**

### ***Eco-Tourism and Experiential Value***

Beyond its hydrological function, the sponge park is positioned as a distinct eco-tourism attraction, offering:

- Interpretive walking trails explaining water cycles and flood management.
- Viewing decks and seating areas integrated into sunken landscapes.
- Nature-based leisure spaces for residents and visitors.
- Opportunities for environmental education and school programs.

The conceptual images suggest amphitheatre-like water retention structures, eco-cabins, and landscaped promenades, which can attract both domestic tourists and day visitors from Kerala.

### ***Sponge park integrated with Digital tourism***

The proposed **Digital Nomad Village at Pandakkal** is intrinsically integrated with the **Pandakkal Sponge Park**, together forming a climate-resilient, eco-sensitive live-work-leisure landscape. The sponge park functions as the core blue-green infrastructure, protecting the Ponniam river channel in accordance with NGT buffer norms, enabling rainwater

absorption, aquifer recharge, and flood mitigation, while establishing a tranquil, biodiverse environment.

Around this ecological spine, the digital nomad village is envisioned as a low-impact cluster supporting high-speed digital connectivity, eco-friendly built forms, zero-waste systems, and local homestay participation. This integrated model attracts year-round remote professionals and entrepreneurs seeking peaceful, nature-oriented living, while simultaneously promoting sustainable tourism, safeguarding agricultural land including coconut groves and ensuring long-term environmental resilience.



Together, the sponge park and digital nomad village position Pandakkal as a flagship example of how water-sensitive urban design can catalyze economic vitality, global talent attraction, and environmental stewardship on a single site.

### ***Cultural and Religious Synergy***

Proximity to Pandakkal Uyyapa Temple allows for:

- Seasonal visitor influx management through landscaped open areas.
- Integration of cultural events with ecological awareness.
- Development of pilgrimage-linked green tourism without ecological stress.

This synergy strengthens Mahe's tourism portfolio beyond conventional coastal attractions.

## **f. Economic and Implementation Considerations**

### ***Cost and Scalability***

The indicative cost of ₹1.5 crore to ₹4.5 crore per acre, depending on design components, reflects:

- Capital investment in earthworks, landscaping, and water structures.
- Long-term savings by reducing flood damage and infrastructure repair costs.
- Potential for phased implementation and modular expansion.

### ***Governance and Replicability***

Pandakkal Sponge Park can function as:

- A pilot project for nature-based solutions in Mahe.
- A replicable model for other flood-prone pockets within the UT of Puducherry.
- A convergence project linking urban development, environment, tourism, and disaster management sectors.

## **Conclusion**

The Pandakkal Sponge Park represents a paradigm shift in urban water management for Mahe, transitioning from conventional drainage-centric approaches to landscape-led, multifunctional resilience infrastructure. By simultaneously addressing flood prevention, water recharge, ecological restoration, and tourism development, the project offers long-term social, environmental, and economic returns.

Implemented thoughtfully, the sponge park can become a signature climate-resilient landscape for Mahe—demonstrating how small coastal towns can leverage natural systems to build sustainable, attractive, and resilient urban futures.

## 24. Establishment of a Dedicated Tourism Information Desk and Tourist Helpline, Feedback & Grievance Redressal System in Mahe

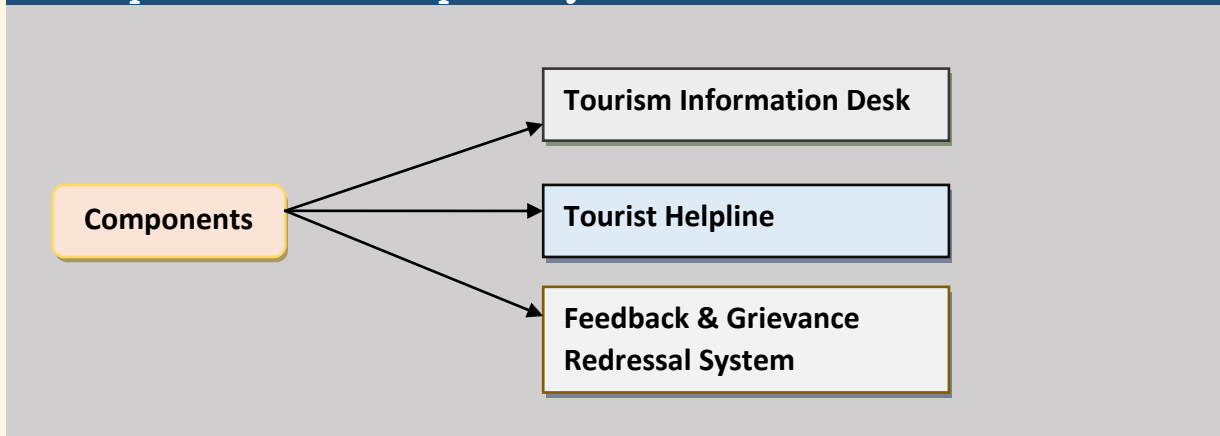
### 1. Background and Rationale

Mahe is an emerging tourist destination with strong potential to develop as a boutique coastal and heritage tourism hub. With increasing tourist inflow anticipated in the coming years, it is essential to strengthen visitor support systems to ensure safety, convenience, and a positive destination image. A dedicated tourism information desk and an integrated tourist helpline, feedback, and grievance redressal mechanism will enhance visitor confidence and improve overall tourism management.

### 2. Objectives

1. To provide structured tourism information and assistance to visitors
2. To ensure tourist safety and timely grievance redressal
3. To collect real-time feedback and data on tourism activities
4. To support data-based decision-making and destination management
5. To safeguard local communities, heritage assets, and the environment
6. To strengthen Mahe's image as a safe, well-managed boutique destination.

### 3. Components of the Proposed System



### **3.1 Tourism Information Desk**

A dedicated Tourism Information Desk shall be established at a strategic location such as the Government Guest House, waterfront area, or a major tourist entry point. The desk shall function as the primary visitor interface and will:

- Provide verified tourism information and visitor guidance
- Disseminate maps, brochures, and event details
- Assist tourists with heritage walks and local experiences
- Act as a first point of contact for visitor support and coordination

### **3.2 Tourist Helpline**

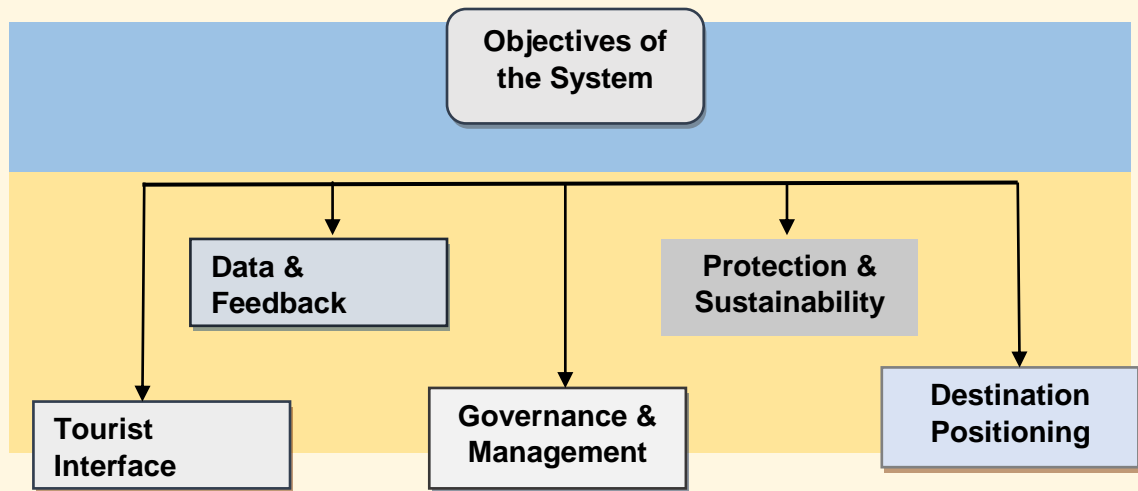
A dedicated tourist helpline shall be established to assist visitors and residents. The helpline will:

- Address tourist queries, complaints, and emergency concerns
- Facilitate coordination with local authorities when required
- Serve as a monitoring tool for tourism-related issues across Mahe

### **3.3 Feedback and Grievance Redressal System**

A structured feedback and grievance redressal mechanism shall be implemented to:

- Systematically capture tourist feedback and complaints
- Monitor service quality, visitor satisfaction, and emerging issues
- Identify recurring concerns affecting tourism and local life
- Enable corrective actions based on verified data and timelines



#### 4. Digital Enablement and Data-Based Monitoring

To strengthen monitoring and governance, the system shall be digitally enabled through:

- QR code-based feedback and grievance submission at tourist locations
- A dedicated, regularly updated Mahe tourism web portal
- Mobile application interface (phase-wise implementation)
- Multilingual access for domestic and international visitors

Data collected through calls, QR submissions, website interactions, and mobile applications shall be periodically analysed to understand tourist movement patterns, service gaps, environmental pressures, and community concerns. This data will form the basis for informed policy decisions and regulatory interventions.

#### 5. Phased Implementation Strategy

The system shall be implemented in a phased manner:

- **Phase I:** Establishment of tourism information desk and telephone-based tourist helpline
- **Phase II:** Introduction of QR-based feedback and grievance redressal system
- **Phase III:** Launch of dedicated Mahe tourism website and mobile application

- **Phase IV:** Integration with the proposed Integrated Helpline, Feedback, and Grievance Redressal System of the Union Territory of Puducherry once fully operational

## 6. Backend Operating Model

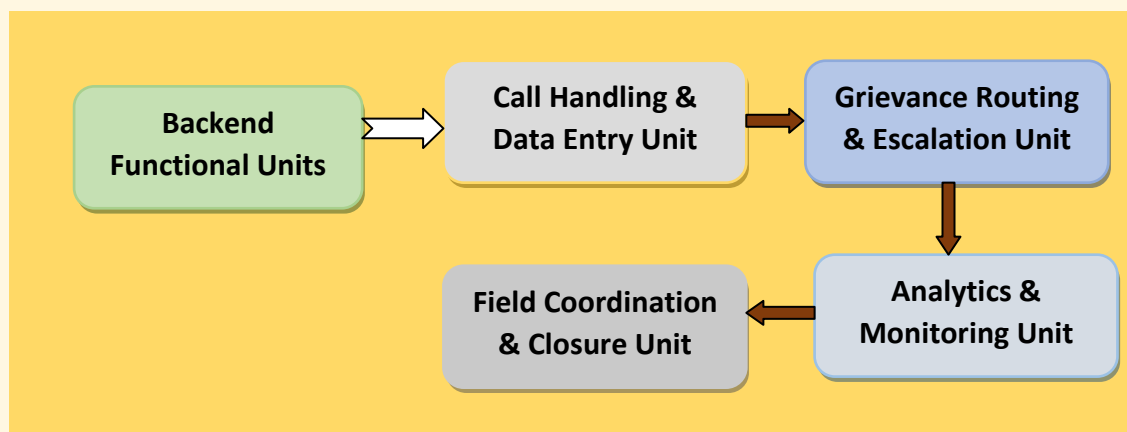
### 6.1. Institutional Ownership & Governance Structure

- **Nodal Department** : Tourism Department, UT of Puducherry
- **Local Implementing Unit** : Mahe Tourism Facilitation Centre
- **Oversight & Review** : Regional Administrator, Mahe, with periodic review under Smart Governance mechanisms

### 6.2. Frontend–Backend Integration Model

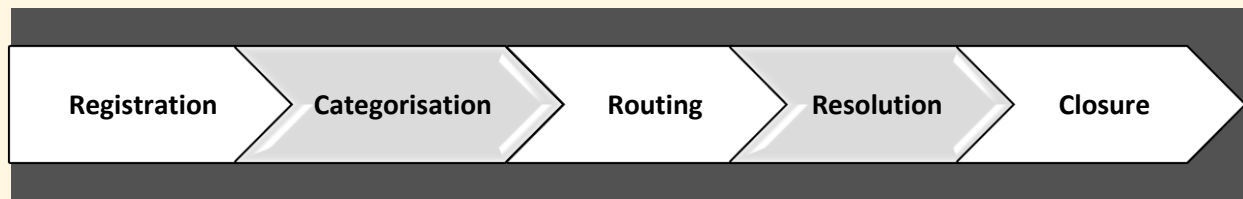
| Frontend Interface          | Backend Function                          |
|-----------------------------|---|
| 1. Tourism Information Desk | Visitor assistance, data entry            |
| 2. Tourist Helpline (Call)  | Complaint registration & escalation       |
| 3. QR Code / Website / App  | Digital data capture                      |
| 4. Social Media Monitoring  | Issue identification & sentiment tracking |

### 6.3. Backend Functional Units



**Key Functions:**

1. Multilingual support (Malayalam, English; basic French)
2. Standardized data capture and issue tagging
3. Automated grievance routing with time-bound response tracking
4. Daily, weekly, and seasonal analytics reports
5. Dashboard-based monitoring for decision-makers

**6.4. Standard Operating Procedures (SOPs)****Complaint Handling SOP:****Indicative Response Timelines**

- Safety / emergency issues : Immediate
- Service-related issues : 24–48 hours
- Infrastructure / environment issues : 3–7 days

***Quality assurance shall include random audits and monthly performance reviews.***

**7. Technology Backbone**

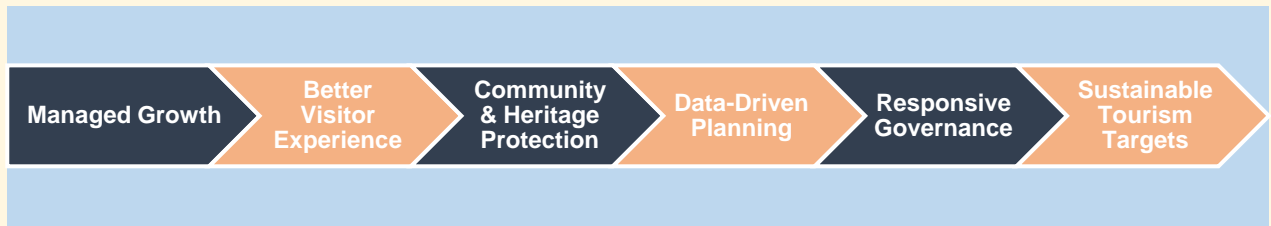
- Centralised CRM-based grievance management system
- GIS tagging for location-based issue tracking
- Role-based access for departments
- Secure data storage and reporting tools
- API readiness for integration with UT Integrated Helpline

**8. Human Resource Model**

| Role                        | Responsibility                  |
|-----------------------------|---------------------------------|
| 1. Tourism Desk Executive   | Visitor support, data entry     |
| 2. Helpline Operator        | Call handling & registration    |
| 3. Backend Coordinator      | Routing & follow-up             |
| 4. Data Analyst (Part-time) | Reporting & insights            |
| 5. Nodal Officer            | Inter-departmental coordination |

*(The model may be implemented through PPP / agency in initial phase)*

## 9. Expected Outcomes



1. Safe and well-managed tourism growth within Mahe's limited geographical area
2. Enhanced tourist confidence, satisfaction, and repeat visitation
3. Improved protection of local communities, heritage assets, and the environment
4. Availability of real-time tourism data for planning and regulation
5. Strengthened inter-departmental coordination and responsive governance
6. Support for achieving targeted tourist footfall in a sustainable manner.

## Conclusion

In view of Mahe's compact geography and ambitious tourism growth targets, the proposed Tourism Information Desk and integrated Tourist Helpline, Feedback, and Grievance Redressal System is a critical governance intervention. The initiative will enable proactive monitoring, data-driven decision-making, and timely corrective action, ensuring that tourism development in Mahe remains balanced, inclusive, and environmentally responsible while reinforcing its position as a boutique coastal destination.

## 25. Proposal for Introducing the “Virunnu Veedu” Branded Homestay Accommodation in Mahe

### 1. Introduction

- Mahe attracts steady tourist inflow throughout the year due to its coastal charm, French heritage influence, and rich gastronomy.
- Despite increasing visitation, the destination lacks adequate and affordable accommodation options.
- Limited land availability restricts construction of new hotels and large commercial lodging facilities.
- A high volume of tourists visit only for short durations without staying overnight, resulting in low tourism spending and weaker economic multiplier effects.
- Mahe may have a considerable number of unused, partially occupied, or underutilised residential houses suitable for adaptive reuse. A survey may be conducted to obtain an exact count.



- Converting eligible homes into regulated homestay units can increase stays, improve local income, and diversify the tourism economy.
- To address these opportunities, the “Mahe Virunnu Veedu” (Tourist Homestay) scheme is proposed as a community-based accommodation model.
- The scheme emphasizes cultural immersion, authentic food experiences, and community participation in tourism development.

### 2. Scheme Title

Mahe “**Virunnu Veedu**”- Meaning, a home where guests are warmly welcomed and hosted with food, care, and hospitality.

### 3. Core Objectives

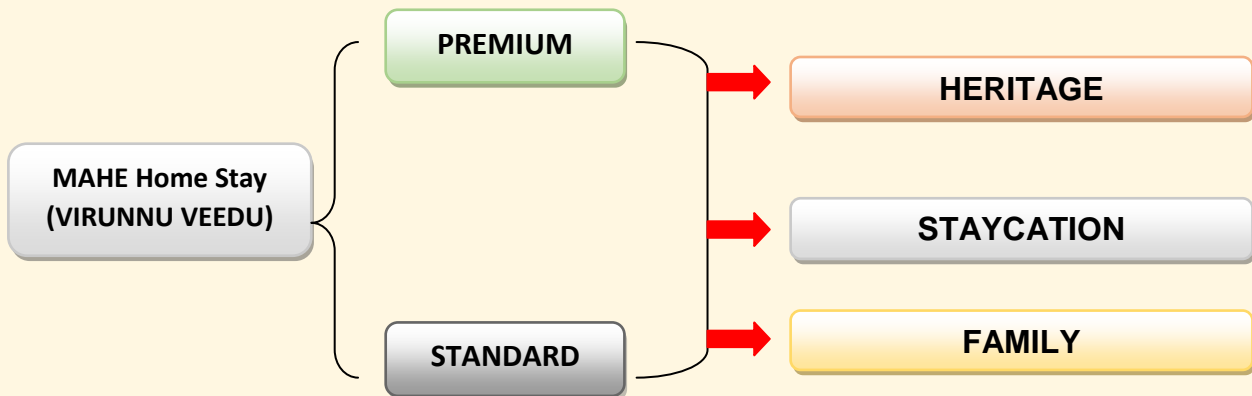
1. Increase accommodation capacity and overnight stays.
2. Generate supplementary income for local households.
3. Promote cultural and gastronomic exchange.
4. Support micro-entrepreneurship and women-led economy.
5. Activate tourism spending within residential neighborhoods.



### 4. Classification of Virunnu Veedu

To ensure quality, safety, and consistency in guest experience, all registered homestays under the *Virunnu Veedu* initiative shall be classified into two categories based on *amenities, service standards, and experience value, supported by thematic classifications.*

### Classification of Virunnu Veedu



#### A. Heritage

Houses above 75 years — French/Kerala heritage influence.

#### B. Staycation

High-speed internet, private workspace, digital nomad appeal.

#### C. Family

Affordable, multi-occupancy rooms and Child-friendly amenities.

### 5. Standards and Minimum Requirements

Each **Virunnu Veedu (Standard)** must provide:

- Clean furnished rooms
- Hygienic bathrooms
- Basic toiletries
- First-aid kit
- Emergency contact access
- Tourist information booklet
- Fire safety measures

**Premium (Premium) categories will additionally provide:**

- Local meal options
- Workspace desk
- Wi-Fi connectivity
- Air-conditioning
- Cultural interaction activities

## 6. Regulatory Framework

- Single-window registration through Tourism Dept.
- Mandatory police verification for hosts
- Annual safety audit
- Classification into 2 broad categories of Virunnu Veedu (Premium / Standard)
- Online grievance redressal integration.

## 7. Administrative Responsibilities

Tourism Department will:

- Maintain **Virunnu Veedu** Digital Registry
- Provide branding support
- Conduct training modules
- Market through official website/mobile app
- Enable host certification

## 8. Host Training Modules

**Training will include:**

- Hospitality basics
- Cultural sensitivity
- Hygiene standards
- Complaint handling
- Digital booking literacy
- Basic emergency response

**Training Conducted through:**

- Puducherry Institute of Hotel Management and Catering Technology.

## 9. Challenges & Solutions

### A. Tourist Perspective

| Challenge           | Solution                            |
|---------------------|-------------------------------------|
| Safety & Trust      | Verified listing & Police clearance |
| Quality Variation   | Star-rating classification          |
| Cultural discomfort | Host etiquette orientation          |
| Hygiene concerns    | Surprise inspections                |

### B. Host Perspective

| Challenge         | Solution              |
|-------------------|-----------------------|
| Privacy Issues    | Guest-only zones      |
| Lack of skills    | Training programs     |
| Operational costs | Soft loans, subsidies |
| Legal concerns    | Simplified licensing  |

### C. Administrative Perspective

| Challenge              | Solution                    |
|------------------------|-----------------------------|
| Monitoring             | Mobile app dashboard        |
| Complaints             | Integrated Tourism Helpline |
| Regulatory enforcement | Annual renewal              |
| Quality consistency    | Star/Crown grading          |

## 10. Economic Benefits

- Amplified local spending
- More overnight stays
- Distributed tourist flow
- Community employment
- Women & youth empowerment
- Higher per-capita tourist expenditure

## 11. Social Benefits

- Cultural pride
- Heritage appreciation
- Community cohesion
- Skill enhancement
- Promotion of Malabar–French culinary fusion

## 12. Marketing & Promotion Strategies

- “Stay with Mahe, Experience Like a Local”
- **Virunnu Veedu** Premier Listing on Travel Marts
- Collaboration with tour operators
- Social media influencer stays
- Seasonal package promotions
- Integration with weekend “Pondy–Mahe Bus Tour”

## 13. Implementation Timeline (18 Months)

### Months 1–3

- Awareness workshops
- Survey: identify unused homes
- Develop policy framework

### Months 4–6

- Registration portal launch
- Begin host training
- Infrastructure checklist dissemination

### Months 7–9

- First 50 Touromes certified
- Digital listings go live
- Launch in media event

### Months 10–12

- Collaboration with tour operators
- Package integration
- Culinary experience pilot

**Months 13–15**

- Rating & grievance system rollout
- Seasonal festival stays promotion

**Months 16–18**

- Evaluate performance
- Expand to 100+ units
- Introduce premium categories

**14. Estimated Targets**

- **Year 1** : 50 properties
- **Year 2** : 125 properties
- **Year 3** : 200 properties
- **Year 4** : 275 properties
- **Year 5** : 350 properties

(Scalable based on demand)

**15. Success Indicators**

- Increase in overnight stays by 30–40%
- Rise in local tourism expenditure
- Higher visitor satisfaction rating
- Community livelihood increase

**16. Sustainability Lens**

- Low-carbon accommodation
- Adaptive reuse of existing structures
- Preservation of local cuisine
- Protection of cultural identity
- Controlled tourism footprint

**17. Long-Term Vision**

To establish **Mahe Virunnu Veedu** as:

- the most authentic accommodation model of Malabar,
- a boutique extension of French–Indian culture,
- a national benchmark for community-based tourism.

## Conclusion

The Mahe **Virunnu Veedu** initiative is a transformational low-investment, high-return strategy positioned to deliver:

1. Inclusive development
2. Destination competitiveness
3. Heritage preservation
4. Community empowerment
5. Sustainable tourism growth.

## 26. Proposal to Establish a Hotel & Catering Institute at Mahe as an Annexure(Expansion) of the Pondicherry Institute of Hotel Management and Catering Technology (PIHMCT)

*(Under the Ministry of Tourism, Government of India – Scheme of Financial Assistance to IHMs / FCIs / IITTM / ICI / NCHMCT / PSUs)*



### 1. Introduction

The Tourism Strategic Plan initiatives for Mahe envisage a gradual increase in tourist arrivals, which will place corresponding demand on the hospitality and service sector.

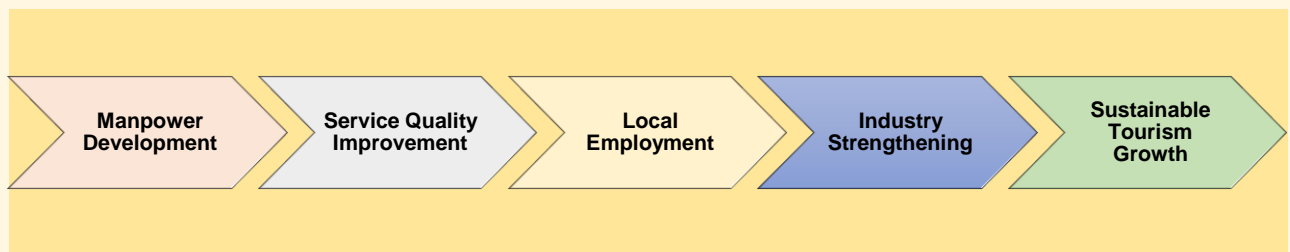
At present, Mahe does not have a dedicated hospitality training institution, resulting in dependence on manpower from outside the region. This affects service consistency, limits local employment opportunities, and constrains the sustainable growth of tourism.

The establishment of a Hotel Management Training Institute at Mahe, therefore, is essential to develop locally skilled human resources, improve service standards, and strengthen the tourism value chain.

## 2. Implementing Agency

- **Parent Institution** : Pondicherry Institute of Hotel Management and Catering Technology (PIHMCT)
- **Administrative Control** : Tourism Department, Union Territory of Puducherry
- **Proposed Location** : Chalakara, Mahe Region, UT of Puducherry

## 3. Need for the Project



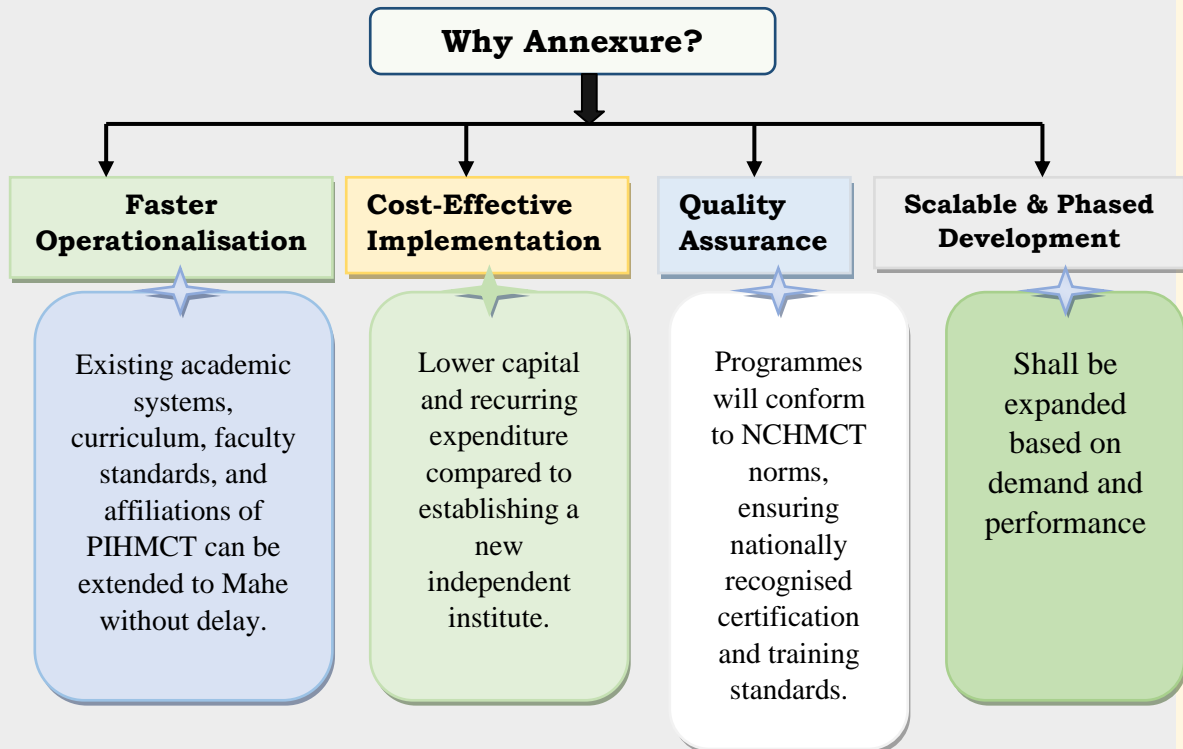
## 4. Objectives of the Project

The objectives of establishing the PIHMCT annexure at Mahe are to:

- Develop skilled hospitality manpower for the local tourism industry
- Improve service standards in hotels, restaurants, and tourism enterprises
- Promote employment and entrepreneurship among local youth
- Support boutique, heritage, and experiential tourism development
- Strengthen the institutional capacity of the tourism sector in Mahe

## 5. Justification for Establishment as an Annexure (Extension Campus) Instead of a Standalone Institution

It is proposed to establish the institute as an annexure / extension campus of PIHMCT, rather than as a separate standalone institution, for the following reasons:



## 6. Benefits to the Tourism Industry in Mahe

The proposed institute shall contribute to Mahe's tourism sector by:

- Creating a locally available pool of trained hospitality professionals
- Reducing dependency on external manpower
- Enhancing tourist satisfaction and destination image
- Supporting quality-driven tourism growth
- Strengthening linkages between education, industry, and tourism development.

## 7. Institutional Framework and Academic Control

- **Academic Control** : PIHMCT / NCHMCT norms and guidelines
- **Faculty and Curriculum** : As per PIHMCT standards
- **Industry Linkages** : Internship and apprenticeship arrangements with local hospitality units
- **Infrastructure** : Utilisation of available Government infrastructure wherever feasible

## Conclusion

The establishment of a Hotel Management & Catering Institute at Mahe as an annexure of PIHMCT is a strategic, cost-effective, and scalable intervention aligned with the objectives of the Ministry of Tourism's Scheme of Financial Assistance. The proposed model ensures quality, efficiency, and optimal utilisation of public resources while directly supporting Mahe's tourism development goals.

The annexure approach provides flexibility for phased expansion and ensures that institutional capacity development progresses in line with actual tourism growth and industry demand.

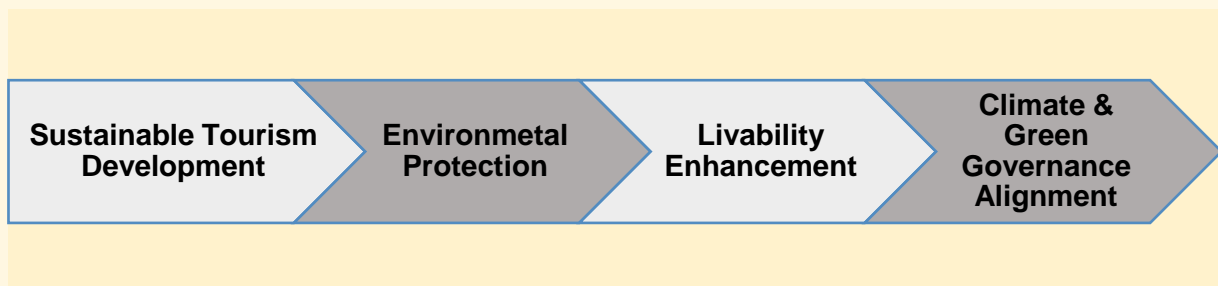
## 27. Strengthening Basic Urban Services for Sustainable Tourism Development in Mahe

### 1. Background

Mahe, a coastal enclave of the Union Territory of Puducherry with a geographical area of approximately 9 sq. km, shall witness a steady increase in tourist inflow driven by religious tourism, cultural events, eco-tourism initiatives, and heritage-based attractions. Tourism plays an important role in supporting the local economy, generating livelihoods, and enhancing the destination's visibility.

However, due to the compact urban footprint and sensitive coastal ecosystem, unregulated tourism growth may exert additional pressure on water supply, sewage treatment, solid waste management (SWM), traffic, and public spaces. To ensure that tourism development remains environmentally sustainable, socially responsible, and economically viable, it is essential to proactively plan and implement sustainability-oriented measures aligned with the city's carrying capacity.

### 2. Objective of the Proposal



1. To enable sustainable tourism growth without overburdening urban infrastructure
2. To protect Mahe's coastal, riverine, and urban environment
3. To improve quality of life for residents and visitors
4. To align tourism development with climate resilience and green governance principles

### 3. Key Sustainable Tourism Development Measures



### 3.1 Water Resource Management

**Challenges:** Seasonal water scarcity, increased consumption during peak tourist periods.

Tourism-related population fluctuations substantially increase per capita water demand during peak seasons. Since the existing water supply demand is met from Anjakudi from Kerala for daily water supply with cost, the existing water supply system in Mahe shall therefore transition from a purely supply-augmentation approach to an integrated water management framework to meet the future demand.

**Proposed Measures:**

1. Strengthening groundwater recharge through sponge parks, rainwater harvesting, and protection of river channels as per NGT buffers and removal of encroachments from the buffer space if any.
2. Mandatory rainwater harvesting systems for all hotels, resorts, homestays, and tourism facilities
3. Promotion of water-efficient fixtures (low-flow taps, dual-flush toilets)
4. Introduction of dual plumbing and treated water reuse for non-potable purposes such as landscaping and flushing.
5. Tourist facility-wise water audits and annual compliance reporting
6. Awareness campaigns on responsible water use for tourists and operators

### 3.2 Sewage & Wastewater Management

An increase in floating population directly translates into higher sewage generation, necessitating adequate treatment capacity and decentralized solutions.

**Challenges:** Limited sewage treatment capacity in peak seasons

**Proposed Measures:**

1. The proposed STP 0.5 MLD may be expedited and scalable.
2. Also, in future the STPs must be upgraded to handle peak tourism loads with adequate safety margins.
3. Decentralized and modular STPs shall be encouraged in the proposed tourism clusters, eco-resorts, and digital nomad villages since the terrain is slopes and contour in Mahe.
4. Treated wastewater reuse for landscaping, sponge park water bodies, and non-potable applications should be institutionalized.
5. Strict monitoring of discharge standards must be enforced, particularly near riverine and coastal zones.
6. Mandatory connection of tourism establishments to approved sewage systems

**3.3 Solid Waste Management (SWM)**

Tourism activities significantly alter waste composition and volume, particularly plastic, packaging, and food waste.

**Challenges:** Plastic waste, food waste, and event-generated waste

**Proposed Measures:**

1. Source segregation (wet, dry, recyclable) compulsory for all tourism units
2. On-site composting or bio-digesters for hotels and eateries
3. Strict enforcement of single-use plastic restrictions
4. Event-specific zero-waste protocols for festivals and tourism events
5. Tie-ups with local SHGs and recyclers for waste processing
6. Tourist awareness signage on waste reduction.

### 3.4 Sustainable Mobility & Traffic Management

To ensure that tourism growth in Mahe remains environmentally sustainable and citizen-friendly, it is essential to adopt planned mobility and traffic management measures. Sustainable transport solutions shall reduce congestion, emissions, and infrastructure stress while enhancing visitor experience and urban livability.

**Challenges:** Congestion, parking pressure, emissions

**Proposed Measures:**

1. Development of designated pedestrian-only streets in heritage areas, cultural corridors, and proposed carnival streets to enhance walkability, safety, and visitor experience.
2. Encouragement of walking and cycling through dedicated pathways, signage, and bicycle-friendly infrastructure within tourism precincts.
3. Deployment of electric shuttle buses, e-rickshaws, or battery-operated vehicles to provide clean, low-emission transport between major attractions, parking hubs, and transit points.
4. Development of designated peripheral parking hubs integrated with a park-and-ride model, coupled with strengthened public transport and efficient last-mile connectivity to tourism areas.
5. Preparation and enforcement of traffic circulation, parking, and crowd-management plans for festivals, events, and peak tourist days in coordination with traffic police and local authorities.

### 3.5 Carrying Capacity & Visitor Management

**Challenges:** Overcrowding at key sites and festivals

**Proposed Measures:**

- Conduct carrying capacity assessment for major tourism zones
- Time-based entry or slot management during peak periods
- Promotion of off-season and weekday tourism
- Decentralisation of tourist activities to lesser-known areas
- Event calendars staggered across the year

### 3.6 Green Building & Energy Efficiency

**Challenges:** High energy demand from tourism facilities

**Proposed Measures:**

- Solar rooftop systems for hotels, homestays, and public facilities
- Energy-efficient lighting and appliances
- Incentives for green-certified buildings
- Adoption of passive cooling and traditional architectural elements

### 3.7 Coastal & River Ecosystem Protection

**Challenges:** Coastal erosion, river pollution, habitat stress

**Proposed Measures:**

- Strict compliance with CRZ (Coastal Regulation Zone) norms
- Eco-sensitive riverfront development with soft landscaping
- Prohibition of untreated discharge into river and sea
- Mangrove and coastal vegetation restoration
- Eco-tourism guidelines for boating and waterfront activities

### 3.8 Community-Based & Responsible Tourism

**Challenges:** Limited local participation and benefit-sharing

**Proposed Measures:**

- Promotion of homestays, heritage walks, and local guides
- Skill development for youth in tourism services
- Support to local artisans, food vendors, and cultural performers
- Revenue-sharing models for community-run tourism assets.

### 3.9 Governance, Monitoring & Policy Measures

**Proposed Measures:**

1. Creation of a Sustainable Tourism Cell within the Tourism Department
2. Annual Tourism Environmental Impact Review.
3. Integration of sustainability KPIs into tourism licensing
4. Data-driven monitoring of tourist inflow and resource usage
5. Alignment with national frameworks such as Responsible Tourism and Swachh Bharat.
6. To ensure financial transparency, asset sustainability, and long-term maintenance of tourism infrastructure, it is proposed to establish a

**structured tourism revenue pooling and ring-fenced funding mechanism.** In this regard, the proposed **Tourism Revenue Pooling & Maintenance Corpus Framework** may be considered for implementation.

### **3.9.1 Introduction to the Proposed Financial Mechanism**

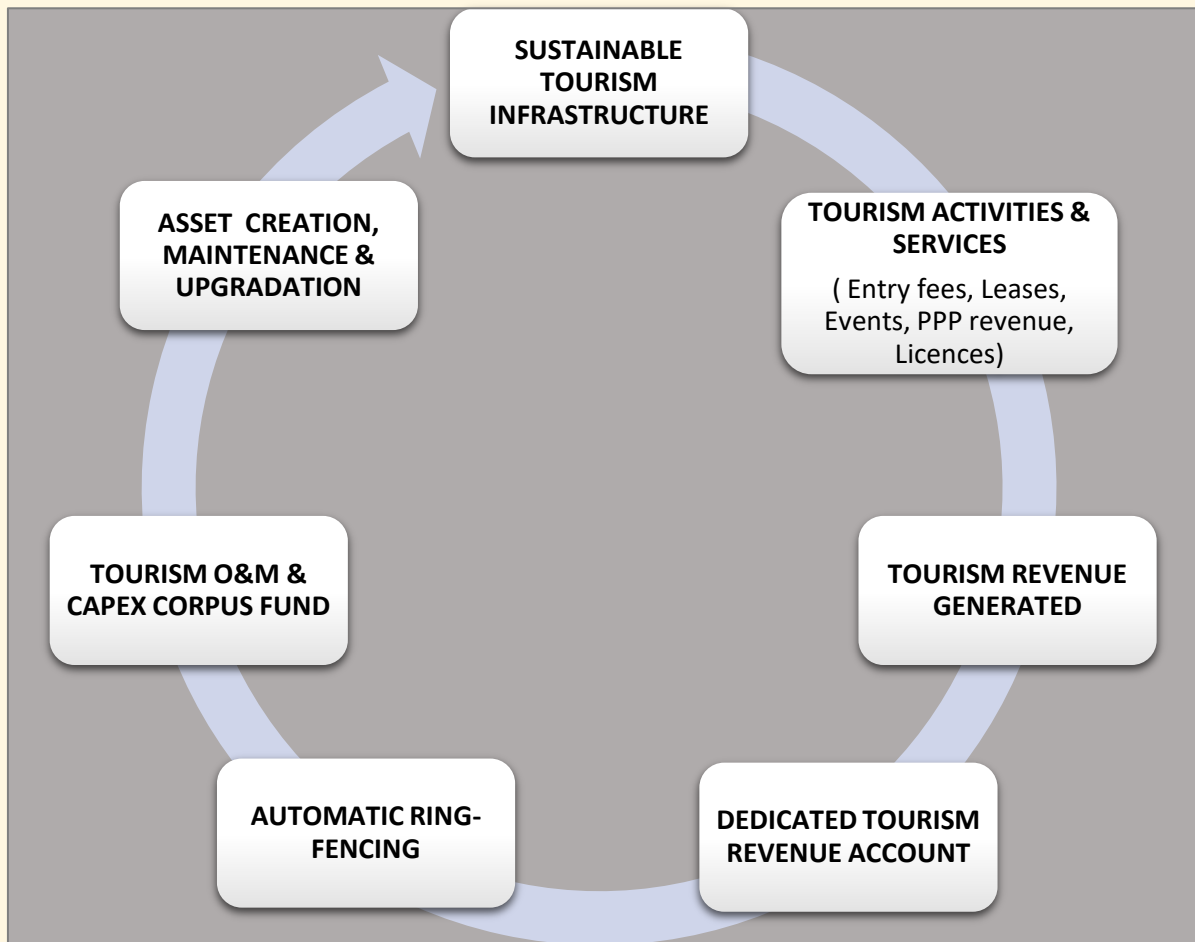
To enhance financial accountability, transparency, and long-term sustainability of tourism infrastructure, it is proposed to establish a **dedicated tourism revenue account** under the Tourism Department to pool revenues generated from tourism-related activities. This arrangement would enable systematic tracking of tourism-specific receipts and expenditures without disrupting existing budgetary frameworks.

Further, it is proposed to institute a **Ring-Fenced Corpus Mechanism**, whereby a defined portion of tourism revenues (for instance, **1 percent**) is automatically transferred to a separate **Tourism Operations, Maintenance and Capital Reserve Fund**. This corpus shall be utilised exclusively for **Operations and Maintenance (O&M)** and **selective Capital Expenditure (CAPEX)** related to tourism assets.

Over time, this structured mechanism will create a **sustainable financial base** for routine upkeep, timely upgradation, and strategic reinvestment of tourism infrastructure. It will help safeguard asset quality, enhance visitor experience, and reduce dependence on ad hoc or one-time budgetary support, thereby unlocking the long-term growth potential of the tourism sector.

## Objective

The objective of the proposed mechanism is to ensure financial transparency, asset sustainability, and long-term maintenance of tourism infrastructure.



*Figure: Proposed Tourism Revenue Pooling and Maintenance Corpus Framework*

### Why this is Needed

- Tourism assets often suffer from irregular maintenance
- Dependence on ad hoc budgetary support
- Lack of sector-specific financial visibility
- Growing need for self-sustaining tourism infrastructure

**Key Strategic Take away**

The establishment of a Dedicated Tourism Revenue Pool and Maintenance Corpus represents a low-risk, high-impact financial reform that ensures long-term sustainability of tourism infrastructure. By systematically reinvesting a small portion of tourism revenues, the Government can safeguard public assets, improve service delivery, and unlock the full economic and social potential of the tourism sector.

**4. Expected Outcomes**

1. Balanced tourism growth aligned with city's carrying capacity
2. Reduced environmental stress on water, waste, and sanitation systems
3. Regular upkeep and Long-term financial sustainability of tourism assets
4. Improved urban liveability and visitor experience
5. Enhanced reputation of Mahe as a responsible and sustainable coastal destination
6. Long-term resilience against climate and infrastructure challenges

**Conclusion**

Given Mahe's limited land area and sensitive coastal environment, sustainability must be the foundation of tourism development rather than an add-on. By adopting proactive, integrated, and community-focused sustainable tourism measures, Mahe can successfully accommodate increasing visitor numbers while preserving environmental integrity, cultural identity, and quality of life for residents.

## 28. Proposed Model for Organising an Annual Brew Fest Event at Mahe

The proposed “**Mahe Brew Fest**” is a curated celebration integrating craft beverages, culinary arts, cultural expression, and coastal entertainment. The event aims to stimulate the nighttime economy, enhance visitor engagement, and strengthen Mahe’s visibility as a niche coastal tourism destination.

### 2. Objectives

The Mahe Brew Fest seeks to:

- Promote Mahe as a unique brewing and coastal leisure destination.
- Enhance local entrepreneurship through stalls, craft beverages, and food displays.
- Increase visitor footfall, length of stay, and spending in Mahe.
- Provide a safe, controlled environment for responsible celebration.
- Support local culture through music, art, and traditional performances.
- Create a signature annual tourism calendar event.

### 3. Target Audience

The Brew Fest will attract:

- Domestic and international tourists seeking new experiences.
- Youth travelers and weekenders from nearby districts.
- Culinary and craft beverage enthusiasts.
- Local residents and family groups.
- Cultural and art Enthusiasts.
- Travel bloggers, influencers, and media creators.

### 4. Proposed Duration & Frequency

- **Duration:** Two days (Friday–Saturday), preferably 5:00 PM to 12:00 AM on Friday and 10:00 AM to 12:00 (midnight) to enhance nighttime tourism appeal.
- **Frequency:** Annual, with potential to scale to biannual editions depending on demand.
- **Suggested Months:** December–February, aligning with pleasant weather, holiday crowd inflow, and tourism peak season.

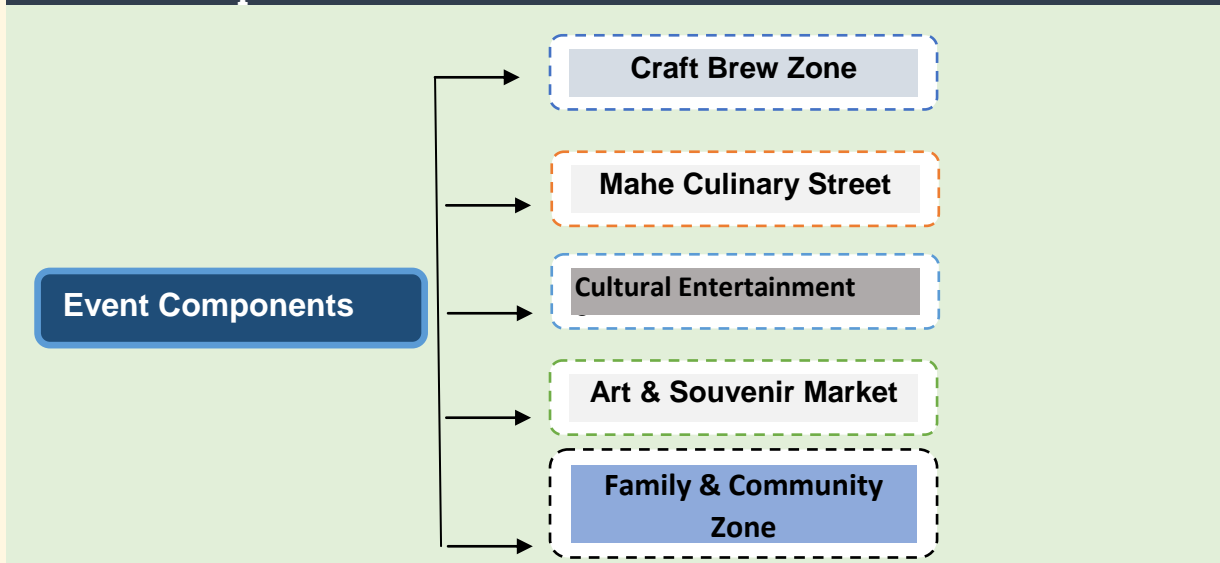
## 5. Proposed Venue

1. Near the Harbour Site or
2. At Mahe Beach

## Selection Criteria:

- Adequate parking and transport access.
- Compliance with crowd safety norms.
- Capacity for creative lighting and staging.
- Scenic landscape suitable for media coverage and branding.

## 6. Event Components



### A. Craft Brew Zone



- Showcase of licensed craft beers and artisanal beverages.
- Thematic tasting counters planned around seasonal or local flavours.
- Bartender flair shows and pour-technique demonstrations.
- Microbrewery education counters attracting hotel management students.
- Responsible consumption awareness desk supported by health agencies.

### **B. Mahe Culinary Zone**

- Local seafood specialities and Mahe signature dishes.
- Kerala–Franco–Tamil fusion delicacies.
- Vegetarian and vegan options catering to diverse preferences.
- Pop-up café kiosks promoting local brands.

### **C. Cultural Entertainment Stage**



- Traditional/folk performances that showcase regional identity.
- Indie fusion and acoustic bands for contemporary appeal.
- Storytelling, stand-up and open-mic sessions.
- Regulated DJ sets to stimulate nightlife responsibly.

### **D. Family & Community Zone**

- Board/tabletop games encouraging family participation.
- Silent disco area (low noise pollution, high novelty value).
- Non-alcoholic mocktail bars.
- Food sampling corners promoted by local chefs.



## 7. Responsible Consumption & Safety Measures

- Mandatory age verification at beverage counters.
- Strict prohibition of alcohol consumption outside event boundaries.
- Deployment of licensed private security and police personnel.
- Ambulance and first-aid support stationed on-site.
- CCTV surveillance for crowd monitoring.
- Collaboration with taxi aggregators/designated driver systems.
- Water hydration stations to minimize consumption risks.

These measures ensure a zero-incident safety reputation, crucial for recurring approvals.

## 8. Expected Outcomes

- Increased weekend arrivals and short-stay tourism.
- Repeat visitation patterns linked to annual event recall.
- Direct revenue for local vendors and micro-entrepreneurs.
- Higher occupancy in homestays, guesthouses, and hotels.
- Increased business for transport operators and restaurants.

## 9. Stakeholders & Partnerships

- Tourism Department, Government of Puducherry
- Local Administration, Mahe
- Police, Special Branch & Excise Departments
- Health & Public Safety Departments
- Hotel and Restaurant Associations

- Local cultural collectives and art communities
- Corporate sponsors and CSR contributors

Collaborative involvement ensures seamless execution and risk sharing.

## 10. Marketing & Promotion Strategy

- Targeted social media campaigns using themed hashtags (e.g., **#MaheBrewFest**).
- Press releases through official tourism channels.
- Invitations to travel influencers and content creators.
- Eye-catching teaser installations along the coastal stretch.
- QR-linked digital brochures for effortless information sharing.

## 11. Sustainability Practices

- Use of biodegradable serving materials.
- Dedicated waste segregation zones.
- Strict ban on single-use plastics.

## 12. Revenue Streams

- Stall rental fees
- Sponsorship slabs (Gold, Silver, Bronze tiers)
- Ticketed entry (₹150–₹300 per person)
- Beverage brand partnerships
- Festival merchandise sales
- Commission on food/beverage sales

## 13. Risk Management

- Crowd flow sequencing and barricading
- Clearly marked emergency exits
- Provisioned rain-proof tents
- Alcohol consumption monitoring mechanisms
- Continuous deployment of enforcement agencies

Proactive planning mitigates compliance challenges.

## 14. Monitoring & Evaluation

- On-ground visitor feedback counters
- QR-based digital surveys for data analytics
- Vendor revenue reporting
- Media coverage tracking
- Incident documentation systems

Metrics support future event optimisation and scalability.

## 15. Long-Term Vision

The Mahe Brew Fest aims to become:

- A flagship cultural festival of the Union Territory.
- A driving force for weekend tourism circuits.
- A catalyst for local craft beverage culture.
- A brand asset integrated into Mahe's tourism identity.

## Conclusion

With careful planning, cultural consideration, and regulatory compliance, this festival can emerge as a high-impact, low-footprint tourism product benefiting residents, businesses, and visitors alike.

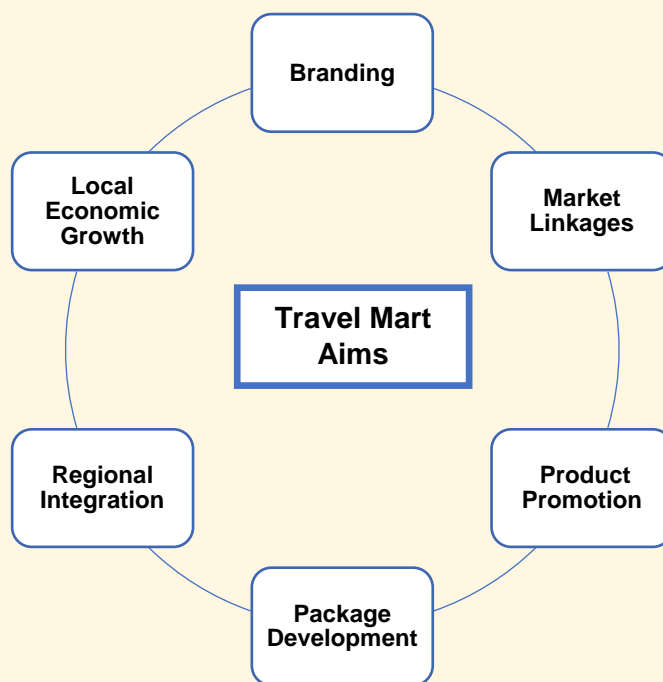
## 29. Organisation of “Mayyazhi (MAHE) Travel Mart”

### Introduction

Mahe, occupies a unique strategic position along the Malabar Coast, combining coastal and riverine geography, rich cultural heritage, and proximity to major tourism source markets of Kerala, Karnataka, Tamil Nadu, and the UT of Puducherry. Despite these advantages, Mahe’s tourism potential remains under-leveraged due to limited structured promotion, market linkages, and trade visibility.

To address this gap, it is proposed to organise a Mayyazhi Travel Mart as a tourism trade platform aimed at connecting local tourism stakeholders with regional and national tourism markets.

### 2. Objectives of the Proposal



## 2.1. The proposed Travel Mart aims to:

1. Position Mahe (Mayyazhi) as a distinctive boutique tourism destination
2. Create structured B2B market linkages for local tourism stakeholders
3. Promote Beach, Ayurveda, wellness and experiential tourism products
4. Encourage package development and repeat visitation
5. Strengthen Mahe's role as a regional tourism connector
6. Enhance tourism-related economic opportunities for local communities

## 3. Scope of the Mayyazhi Travel Mart

### 3.1 Event Format

**Duration:** Two Days

- Day 1: B2B Meetings & Trade Sessions
- Day 2: B2C Engagement & Destination Showcase

### 3.2 Target Participants

#### Exhibitors (Sellers):

- Destination Management Companies
- Hotels, homestays, resorts
- Ayurveda & wellness centres
- Travel Agents & Tour operators & experience providers
- Event organisers
- Local artisans and culinary entrepreneurs

#### Buyers:

- Tour operators (Kerala, Karnataka, Tamil Nadu)
- Corporate travel planners
- Wellness tourism aggregators
- Online travel platforms
- Media & travel influencers

## 4. Expected Outcomes



- Increased destination visibility
- New tourism packages and circuits
- Higher tourist inflow and longer stays
- Positioning Mahe as an experience-led destination
- Increased business for local tourism enterprises
- Enhanced private sector confidence
- Improved stakeholder coordination
- Formalisation of local tourism services
- Foundation for annual institutionalised events

## 5. Recommendation

It is recommended to institutionalise the **Mayyazhi Travel Mart** as an *annual tourism trade event*, serving as a strategic tool for destination branding, market access, and sustainable tourism development in Mahe.

## 30. Organising a Bikers' Club–Based Tourism Promotion Event in Mahe

### THE MAYYAZHI MOTO-TRAIL

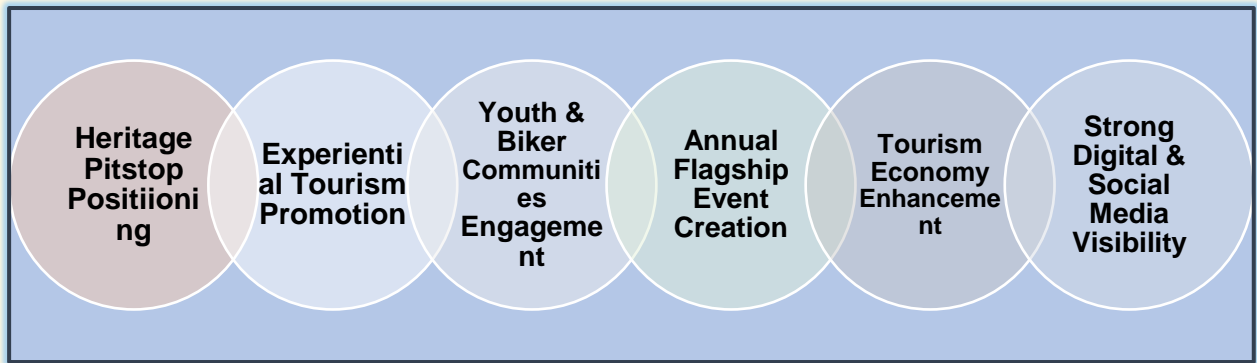
*(Ride to Mayyazhi - the Cultural Soul of Mahe)*



#### 1. Introduction

With the growing popularity of motorcycle tourism and short experiential rides, especially among youth and working professionals, it is proposed to organise a Bikers' Tourism Promotion Event as a destination-branding initiative. The event aims to position Mahe as a safe, vibrant, youth-friendly, and experience-rich tourism destination, while ensuring public safety, regulatory compliance, and community acceptance. This event may have a high-impact Biker Engagement Event designed to generate massive social media visibility, increase weekend footfall, and position Mahe as a "Must-Visit" destination for the growing community of overland travelers and motor-tourists in India.

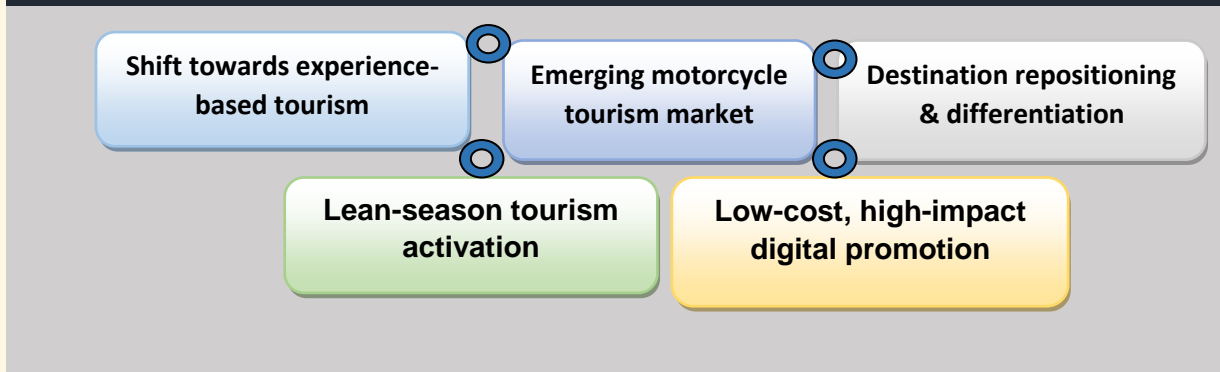
## 2. Objectives of the Proposal



### The primary objectives of the proposed event are:

1. To establish Mahe as a Heritage Pitstop offering picturesque coastal and riverine experiences..
2. To promote Mahe as an experiential, short-stay, and weekend tourism destination.
3. To attract youth, biking communities, and adventure-oriented tourists.
4. To create a signature tourism event for Mahe that can be institutionalised annually.
5. To increase tourist footfall, dwell time, and local economic activity.
6. To generate high digital visibility and destination branding through social media and travel content.(May generate 100 Plus high quality reels, photos and vlogs via participating riders.

## 3. Need for the Event



### 3.1 Evolving Tourism Trends

Tourists increasingly prefer experience-based travel over passive sightseeing. Motorcycle tourism aligns well with this trend, offering freedom, exploration, and authentic engagement with destinations.

### 3.2 Destination Repositioning

Mahe requires a distinct thematic tourism identity to differentiate itself from neighbouring destinations. A bikers' tourism event provides a modern, aspirational, and cost-effective branding platform aligned with contemporary travel trends.

### 3.3 Seasonal Tourism Balancing

The event can be organised during lean or shoulder seasons, helping distribute tourism activity more evenly across the year.

### 3.4 Low-Cost, High-Impact Promotion

Unlike traditional advertising, biker events generate organic digital outreach through participant-generated content, travel blogs, reels, and word-of-mouth promotion.

## Key Factors Making Mahe Suitable for a Bikers' Tourism Event



#### 4.1 Compact & Manageable Geography

- Short scenic circuits ideal for controlled group rides
- Easy traffic regulation and safety monitoring.

#### 4.2 Diverse Landscape Experience

- Scenic coastal stretches
- Serene riverfront views along the Mayyazhi River
- Heritage precincts and historic streets
- Hillocks and viewpoints, such as Moopenkunnu

### 4.3 Strong Regional Catchment

- Easy road access from **Kerala, Karnataka, and Tamil Nadu**
- Strategic location within North Kerala's popular biking circuits
- Strong presence of organised biker clubs across South India

### 4.4 Heritage & Cultural Identity

- Unique French colonial legacy blended with Kerala cultural traditions
- Historic neighbourhoods offering scope for heritage interpretation pitstops
- 4.5 Administrative Advantage
- Smaller jurisdiction enabling efficient inter-departmental coordination
- Effective law-and-order management and regulatory oversight, making Mahe ideal for pilot tourism initiatives

## 5. Recommended Participants

- Registered biker clubs
- Individual riders (pre-registered only)
- Participation shall be capped based on carrying capacity, with quality and safety prioritised over crowd size.

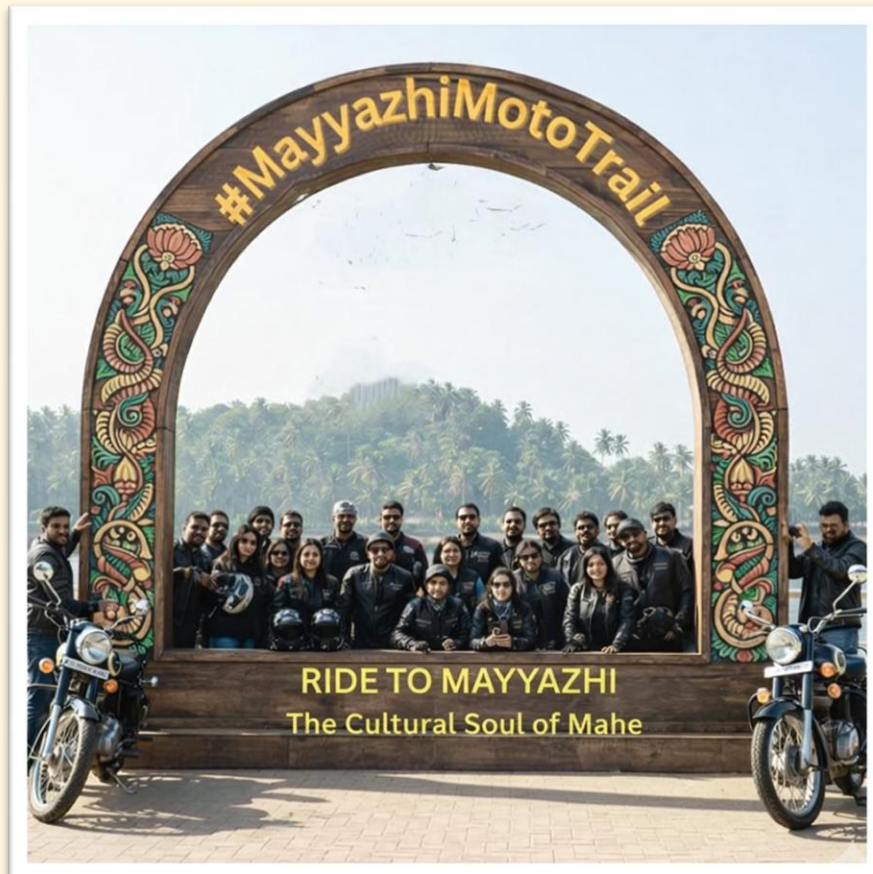
## 6. Reason for Engaging Biker Clubs

Organised biker clubs are preferred over individual participation due to the following advantages:

- Organised and disciplined riding behaviour
- Single-point coordination through club leadership
- Higher compliance with safety norms
- Generation of high-quality digital content
- Strong group visibility and branding impact
- Reliable participation and continuity
- Trusted influence within the biking community.

## 7. Indicative Biker Clubs for Consideration

- Chennai Royal Riders Motorcycle Club – Chennai
- Madras Bulls Motorcycling Club – Chennai
- RiderzArmy Bikers Association – Multi-city (TN, Kerala, Karnataka)
- India Bull Riders Motorcycle Club (IBRMC) – Chennai / Bengaluru / Hyderabad
- Coimbatore Royal Enfield Club
- Palakkad Bullet Club



*A model for a Dedicated Bikers' Souvenir Photo Point*

## 8.. Expected Outcomes

- Increased tourist arrivals and weekend footfall to Mahe
- Enhanced destination branding, recall, and digital presence
- Direct and indirect economic benefits to local businesses
- Greater youth engagement and cultural pride
- Development of a scalable and replicable tourism promotion model

## **9. Conclusion & Recommendation**

The proposed “Mayyazhi Moto Trail – Ride to Mahe: Discover the Cultural Soul of Mayyazhi” represents a strategic, people-centric, and cost-effective tourism promotion initiative. With appropriate planning, safety enforcement, and inter-departmental coordination, the event has strong potential to significantly enhance Mahe’s tourism visibility while maintaining public convenience and sustainability.

It is therefore recommended that the Tourism Department consider pilot implementation of the event, followed by evaluation and institutionalization as an annual tourism calendar activity for Mahe.

## 31. Introduction of “Mayyazhi Run – A Scenic Route Mini Marathon”

*(An Annual Mini Marathon & Walkathon Event for Sports Tourism Promotion in Mahe)*

### 1. Background & Rationale



Mahe (historically known as Mayyazhi) is a compact coastal enclave distinguished by its river–sea confluence, scenic waterfronts, and strong cultural identity. While Mahe possesses natural and cultural assets, there is a need to diversify tourism offerings beyond passive sightseeing and introduce experiential, event-based tourism products that generate repeat visitation, community participation, and destination branding.

Globally, sports tourism has emerged as a high-growth segment, combining recreation, wellness, and travel. Within this context, city runs, marathons, and walkathons are widely adopted as low-cost, high-visibility signature **events** that strengthen destination image while promoting public health and social cohesion.

Given Mahe’s:

- Compact and Walkable urban scale
- Scenic routes with coastal and riverfront roads
- Emerging tourism ambitions.

The introduction of an Annual Mini Marathon / Walkathon (5/10 kms) event shall be both strategically appropriate and operationally feasible.

## 2. Objectives of the Proposal

1. To attract Sports enthusiasts to Mahe (Mayyazhi)
2. To introduce an annual signature event with strong branding and recall value
3. To generate tourism-linked economic activity (stay, food, local transport)
4. To promote active lifestyles and preventive health awareness
5. To enhance destination visibility through media and social engagement
6. To establish a scalable platform for future events (21 kms- 42 Kms run, triathlon, cycling).

## 3. Event Concept & Design

### 3.1 Proposed Event Name & Branding

**Event Name:** *Mayyazhi Run – A Scenic Route Mini Marathon*

#### **Brand Philosophy:**

- *Mayyazhi* reflects the region’s cultural memory and geography (river mouth / estuary)
- *Run* signifies wellness, movement, and community participation
- *Scenic Coastal & Riverfront* highlights Mahe’s strongest visual assets

### 3.2 Event Format (Inclusive Design)

|   | Category             | Target Group              |
|---|----------------------|---------------------------|
| 1 | 5 km Competitive Run | Trained runners, athletes |
| 2 | 5 km Fun Run         | General public            |
| 3 | 5 km Walkathon       | Senior citizens, families |

*This inclusive structure ensures high participation and social acceptance.*

## 4. Route Concept Note

*(Scenic routes with Coastal & Riverfront Alignment)*

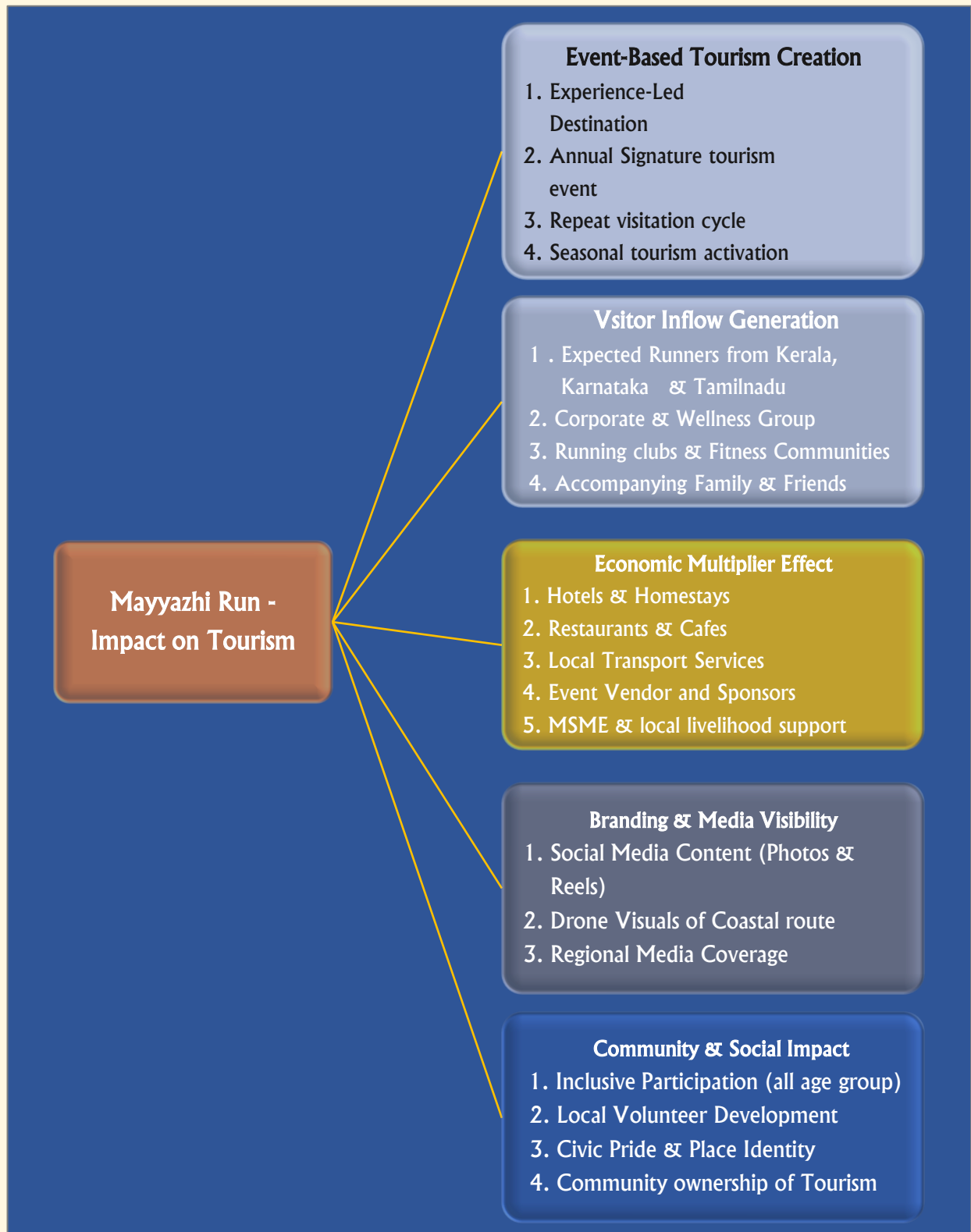
### 4.1 Route Planning Philosophy

The route shall:

- Showcase Mahe's **coastal, riverfront, and heritage streets**
- Ensure **runner safety and traffic manageability**
- Minimise disruption to daily life
- Offer high visual appeal for participants and media.

## 5. Mayyazhi Run- Tourism Impact

### 5.1 Contribution to Tourism Development



## 6. Risk Assessment & Mitigation

| Risk                               | Mitigation Strategy                             |
|------------------------------------|---|
| Low participation in initial years | Focus on local schools, colleges & sports clubs |
| Traffic inconvenience              | Early morning scheduling                        |
| Weather uncertainty                | Fix event in dry season                         |
| Safety concerns                    | Strong medical & police presence                |

## 7. Conclusion & Recommendation

The Mayyazhi Run – A Scenic Route Mini Marathon is a strategic, low-cost, high-impact sports tourism initiative that aligns with Mahe’s geography, wellness positioning, and community aspirations. The event has strong potential to evolve into a recognisable annual tourism brand, enhancing Mahe’s visibility at the regional and national levels.

### Policy Recommendation

It is recommended to institutionalise the Mayyazhi Run as an annual calendar event under the Tourism and Sports Departments to promote sports tourism wellness, and destination branding in Mahe.

## 32. CALENDER OF EVENTS TO PROMOTE MAHE TOURISM

| Name / Event                     | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion   |
|----------------------------------|------------------------------------|---|
| Mahe "Reverie: A Sonic New Year" | 1st week of January                | <ol style="list-style-type: none"> <li>1. Organize annual musical concerts, beach performances, light shows, combining local and visiting artists.</li> <li>2. Continue "Reverie" style music-light festivals at Mahe Beach combining local talents and tourists.</li> <li>3. "Floating Sound Gardens" - Concept: Transform the tranquil Mahe River into a multi-sensory, immersive auditory journey leading up to the main beach event.</li> <li>4. "Binaural Beat Countdown &amp; Sonic Fireworks" - Replace traditional fireworks with a synchronized "sonic fireworks" display that uses 3D sound technology for a profound, inclusive, and environmentally friendly climax.</li> <li>5. "Liquid Frequencies" - A River-to-Sea Candle &amp; Speaker Ceremony, Create a beautiful and symbolic visual and auditory ritual that connects the river to the sea, representing the flow from the old year to the new.</li> <li>6. Curate a dining experience where the soundscape is an integral part of the meal, enhancing the taste of local Malabar-Fusion cuisine. Position this as the ultimate luxury culinary experience. Partner with renowned chefs and sound artists to create a buzz in food and travel circles, attracting gourmet tourists.</li> <li>7. The Resonance Passport" &amp; Audio Souvenir - Ensure the experience lives on beyond the night through a gamified engagement during the event and a personalized takeaway. This encourages exploration of the entire event space and creates a lasting, emotional connection to Mahe. The</li> </ol> |

| Name / Event                                       | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion  |
|--|------------------------------------|--|
|  |                                    | audio souvenir becomes a marketing tool itself, as people share their unique "Reverie" track.  |
| International Yoga Festival<br>(Puducherry region) | 4 – 7 January                      | <p>Although hosted in Puducherry, Mahe could host a satellite or parallel yoga &amp; wellness events (morning beach yoga, Ayurveda talks).</p> <p><b>Synchronized "Vinyasa on the Water"***</b>   Organize a large group Vinyasa (flow) yoga session on the riverbank. The highlight is a group of experienced practitioners on floating platforms (like large, stable pontoons) in the middle of the river, performing the sequence in perfect sync with the group on land. This creates a mesmerizing visual of human movement mirroring the flow of the water.</p> <p><b>Nauka" (Boat) Yoga Sessions**</b>   Offer small, intimate yoga sessions on traditional, wide-bottomed canoes or shikaras anchored in the calm parts of the river. The gentle rocking of the boat adds an element of balance and core engagement, making the practice more mindful and connecting participants directly with the water element.</p> <p><b>"Yoga Sand Art" Installation**</b>   Commission a local sand artist to create a large, temporary yoga-themed artwork on the beach (e.g., a giant Om symbol, a figure in Lotus pose). This serves as a beautiful, Instagrammable backdrop for the sessions and emphasizes the impermanent nature of all things, a key yogic philosophy.</p> <p><b>Ayurvedic Wellness Corner***</b>   Partner with local Ayurvedic centers to set up stalls offering post-yoga herbal teas (Kada), quick head or foot massages (Shirodhara/Padabhyanga), and consultations. This promotes the holistic aspect of yoga and wellness tourism in Kerala.</p> <p>Tagline:** "Focus Your mind in Mahe: Where Yoga Meets the River and Sea.</p> |
| Gandhiji's Visit to                                | 13 January & 26 <sup>th</sup>      | 1. Could be commemorated each 13 January with  |

| Name / Event  | Month / Date<br>(January-adjacent)         | Ideas for celebration and promotion   |
|---|--|---|
| Mahe (13 January 1934). 26 <sup>th</sup> Jan republic day | January                                    | <p>public lectures, a “Gandhi Walk,” exhibitions, cultural programmes, and special interfaith / communal harmony events.</p> <ol style="list-style-type: none"> <li>2. Host talks, exhibitions, story sessions on Gandhi’s Mahe visit; integrate with school programs, slum area outreach</li> <li>3. An interactive digital kiosk or AR-based app showing rare photographs, speeches, and maps of their visits. Visitors can “stand next to” Gandhiji via augmented reality photo frames.</li> <li>4. A short 15-minute evening light-and-sound show at a public space (like Tagore Park or Mahe Beach area), narrating the visits of Gandhiji to Mahe and freedom from French leaders blending visuals, voiceovers, and music inspired by Indian freedom and unity</li> </ol> |
| Sri Koyyodan Koroth Thira Mahotsavam                      | 29-31 January / March month                | <ol style="list-style-type: none"> <li>1. This is a traditional ritual / folk dance performance festival. It can be a major draw, invite dance troupes, hold workshops, food stalls featuring local cuisine.</li> <li>2. Interactive Kiosk &amp; AR App: Set up a digital kiosk at a visitor center or use a dedicated AR mobile app. Visitors can point their phone at a marker or their own face to “try on” the Theyyam’s facial patterns virtually.</li> <li>3. Create 4-5 physical stations around the festival grounds (kavu). Each station represents a chapter in the legend of the deity being invoked (e.g., “The Origin,” “The Conflict,” “The Blessing”).</li> </ol>  |
| Puthalam Thira  | March (but indicative of local heritage)** | <ol style="list-style-type: none"> <li>1. A small group of visitors is granted respectful, guided access to observe the intense, hours-long preparation process—the meditation, the makeup application, and the dressing</li> </ol>   |

| Name / Event  | Month / Date<br>(January-adjacent)                     | Ideas for celebration and promotion   |
|---|--|---|
|   |  | <p>2. <b>Craft Collaboration Pop-up:</b> Invite local artisans to create and sell inspired works. This could include:</p> <p>3. <b>Pottery:</b> Small lamps or bowls with Theyyam motif etchings.</p> <p>4. <b>Textiles:</b> Stoles or wall hangings using the distinctive color palette (ochre, red, white, black) of the costume.</p> <p>5. <b>Jewellery:</b> Brass pendants inspired by the jewellery worn by the Theyyam.</p> |
| <p><b>Historical milestone: French period / colonial events</b></p> | <p>(January references) 7 to 10 days heritage week</p> | <p>One could host “Colonial Heritage Days” in January — guided walks, exhibitions, story-tells of Mahe’s French era, old maps, architecture tours.</p> <p>Elebrate the town’s French-Indian heritage: heritage walks, French cuisine fairs, classical &amp; folk dance, Malayali &amp; Tamil art forms, photo exhibitions</p>   |
| <p><b>Art &amp; Craft Bazaar / Heritage Artisan</b></p>             | <p>Any time of the year</p>                            | <p>Invite local craftspeople (weavers, coir, weaving, pottery) to display &amp; sell, alongside live demonstrations.</p>  |
| <p><b>River / Waterfront Event</b></p>                              | <p>Any time of the year</p>                            | <p>Since Mahe is on a river mouth, host a “River Day” or “Azhimukham Festival” with boat rides, water-art installations, light &amp; sound shows along the waterfront.</p>  |
| <p><b>Food &amp; Spice Festival</b></p>                             | <p>Any time of the year</p>                            | <p>Spice season is good for community food fairs: Malabar cuisine, French-Indian fusion, coconut / seafood specials, cooking demos, spice markets</p>   |
| <p><b>vam (Kerala folk &amp; tribal arts festival)</b></p>          | <p>Often in February (across Kerala)</p>               | <p>A week-long arts festival featuring tribal/folk/ritual art forms across districts. Mahe could host a version, showcasing local folk/tribal arts, dance, music.</p>   |
| <p><b>Festivals / Local Bhagavathi / Folk dance rituals</b></p>     | <p>February / Malayalam month “Kumbham”</p>            | <p>Temple festivals, processions, folk dance / ritual performances, local arts like Thira, Theyyam etc. Mahe has folk heritage (Thira, Theyyam) per its Culture &amp; Heritage listing.</p>   |

| Name / Event                         | Month / Date<br>(January-adjacent)                   | Ideas for celebration and promotion  |
|--------------------------------------|--|--|
| Vairankode Vela /<br>Theeyattulsavam | In Kumbham month<br>(Feb) in Kerala<br>region        | Rituals like Poothan, Thira, processions, effigies, folk performances<br>Rituals like Poothan, Thira, processions, effigies, folk performances<br>Though in another district, similar traditions could be replicated locally in Mahe.  |
| Mahe Heritage &<br>Thira Festival    | Around 7-10 March<br>(around Puthalam<br>Thira date) | <ol style="list-style-type: none"> <li>1. Instead of a single venue, create a designated, decorated "ritual route" through Mahe's heritage zone. The performance becomes a moving spectacle, with stops at key points (e.g., the riverfront, near St. Theresa's Shrine), allowing the audience to walk alongside and experience it dynamically.</li> <li>2. Set up art installations along the ritual route that engage other senses: speakers playing the ritual music, displays of the natural ingredients used in the makeup (turmeric, rice paste, soot), and samples of the ceremonial offerings (like tender coconut, jaggery).</li> <li>3. Set up a photo booth after the main event where people can take pictures with the performers (once the ritual is complete and it is permissible). Sell high-quality, ethically produced souvenirs like postcards, art prints, T-shirts with the dramatic facial patterns, and miniature masks.</li> <li>4. Commission a large public mural in Mahe depicting the Puthalam Thira, involving both the traditional performers and a contemporary artist. This creates a permanent reminder of the festival and a new photo spot for tourists.</li> <li>5. Commission a short, high-quality documentary on the Puthalam Thira of Mahe. Host its premiere a week after the festival, followed by a photography competition where the best shots of the event are exhibited and awarded.</li> <li>6. Use the Mahe River as a stunning natural</li> </ol> |

| Name / Event                          | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion   |
|---------------------------------------|------------------------------------|---|
|                                       |                                    | <p>backdrop. Stage a performance on a specially constructed platform by the riverbank at dusk, with the water reflecting the fiery lights and vibrant colors, creating a breathtaking visual spectacle.</p> <p>7. Partner with local restaurants to create a special "Puthalam Thira Thali" for the festival days. The meal would feature traditional, locally-sourced foods that are culturally significant to the region, linking the culinary and performative arts.</p>   |
| Mask & Street Carnival (Mahe edition) | Mid to late March                  | <ol style="list-style-type: none"> <li>1. Inspired by Puducherry's Masquerade Festival: participants in masquerade costumes, street parades, dance flash mobs, music bands, open-air performances, interactive art installations.</li> <li>2. "Franco-Keralan Mask Atelier"- Use local materials: coconut shell bases, peacock feathers, coir, and motifs inspired by Keralan murals and French fleur-de-lis.</li> <li>3. "Masquerade River Flotilla" &amp; Twilight Parade - festival begins at dusk with a "Flotilla Parade." Decorated boats (traditional vallams, shikaras, and decorated pontoons) carrying masked performers, musicians, and dancers glide down the Mahe River.</li> <li>4. "Echoes of Mayyazhi" - Interactive Sound &amp; Mask Installation - interactive art piece that tells the story of Mahe.</li> </ol> |
| wellness & Ayurveda Retreat Week      | Early March                        | <p>Align with pleasant weather: yoga sessions, Ayurvedic treatments, herbal walks, open-air meditation, and wellness talks.</p> <p>Franco-Ayurveda Fusion Therapy"Unique Mahe Element: The region's French colonial history. Experience: A high-end treatment package that blends traditional Ayurvedic</p>   |

| Name / Event                                   | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion  |
|--|------------------------------------|--|
|  |                                    | <p>Panchakarma (detox) and Abhyanga (massage) techniques with French aromatherapy and phytotherapy principles. Treatments use locally sourced Ayurvedic herbs but are delivered in architecturally rich, heritage villas (like restored French bungalows) and include French-style gourmet Ayurvedic cuisine.</p> <p>"Digital Detox &amp; Dosha Dialogue Series" Unique Mahe Element: The contrast between the digital world and ancient wisdom. Experience: Interactive talks and workshops conducted by accredited AYUSH practitioners. Topics focus on modern relevance, such as "Managing Digital Fatigue with Ayurveda" or "Dosha-Based Eating for the Urban Lifestyle." The innovative aspect is a mandated "Digital Lock-Up" during the talk, where phones are stored in lockers, ensuring 100% focused engagement and providing a temporary, structured digital detox.</p> |
| <p>River32 /<br/>Waterfront<br/>Festival</p>   | <p>Mid-March</p>                   | <p>Celebrate the Mayazhi River with water-based events: boat rides, light / sound shows, riverside music, eco-themed activities (river cleanup, water art).</p>  |
| <p>Mahe River &amp;<br/>Backwater Festival</p> | <p>April 5-7</p>                   | <p>Celebration: Day 1: Traditional Vallam (snake boat) display and rides. Day 2: Kayaking and canoeing competitions. Day 3: Riverside "Sadya" (traditional Kerala feast on a banana leaf) and cultural performances in the evening. Promote eco-tourism with "Clean the Banks" drives.</p>   |
| <p>Vishu</p>                                   | <p>14 April</p>                    | <p>Traditional festival in Kerala &amp; nearby regions; Mahe (being near Kerala) also observes Vishu as festival of new year / harvest. Celebration: Organize a grand, ticketed "Vishu Sadya" event at a community hall or riverside. Host a "Vishu Kani" viewing ceremony at dawn in a major temple. Promote homestays offering authentic Vishu</p>   |

| Name / Event                           | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion   |
|--|------------------------------------|---|
|  |                                    | experiences. Conduct workshops on making Kani, Vishu Paddakkam (firecrackers), and traditional gift baskets.  |
| Puducherry 4-Day Beach Festival        | April 13-16                        | A tourism-promoting beach festival with cultural events, music, food stalls, performances   |
| Full Moon in Chaitra (Chitra Pournami) | Chitra Pournami                    | A lunar festival in the Chaitra month, celebrated by many Tamil / Malayali communities; often with religious observances, moonlight pujas, riverbank events.  |
| Heritage Food Walk                     | April 15-16                        | A culinary journey through Mahe's unique food scene, blending Kerala's spices with French influences. Promotion: Create a curated food trail map. Key stops: Kallumakkaya (Mussels) Fry, Meen (Fish) Curry, Kappa (Tapioca) with Fish, and French-inspired baked goods from local bakeries. Offer "passports" that get stamped at each stop, with a prize for completion. |
| World heritage walk                    | April 18 <sup>th</sup>             | Free entry and guided tours at the Mahe Heritage Museum. Photography contest with the theme "Mahe's Untold Heritage." Lecture on the history of the French East India Company in Mahe. Restoration workshops for old photographs.   |
| Earth day                              | April 22 <sup>nd</sup>             | Organize a large-scale beach cleaning drive at Mahe Beach. Plant native trees along the riverbanks. Workshops on "Going Plastic-Free" and composting. Promote local, sustainable souvenirs made from coconut shells and coir.   |
| Mahe French Connection Festival        | April 24-28th                      | French Film Festival under the stars. Day 2: Wine & Cheese tasting event with live jazz music. Day 3: "Boules" (Pétanque) tournament, a popular French game. Day 4: French-Kerala Fusion Cuisine competition for local chefs. Day 5: Grand finale with a concert featuring French and Indian artists.   |

| Name / Event                            | Month / Date<br>(January-adjacent)  | Ideas for celebration and promotion  |
|---|-------------------------------------|--|
| International Jazz Day                  | April 30                            | Host an evening of "Jazz by the Mahe River." Feature local and national jazz bands. Set up a relaxed ambiance with fairy lights, comfortable seating, and special offers on wine and cocktails at nearby riverside cafes.  |
| Monsoon Magic & Ayurveda Wellness Month | Entire Month of May                 | Launch "Mahe Monsoon Retreats." Promote Ayurvedic wellness packages at local centers, offering rejuvenation therapies ideal for the rainy season. Organize guided walks in the rain-showers through the lush, green landscapes. Host workshops on monsoon-specific Kerala cuisine. |
| International Day of Yoga               | June 21                             | A massive, scenic yoga session on the serene Mahe Riverfront at dawn. Collaborate with local yoga gurus and schools. Offer free sessions for beginners and promote wellness tourism packages.  |
| Mango Monsoon Festival                  | June 22-30                          | Celebrate the king of fruits! Organize a weekend market featuring dozens of mango varieties, mango-based dishes (pickles, curries, desserts), and cooking demonstrations. Host a "Best Mango Dish" competition.  |
| French Bastille Day Celebration         | July 14                             | Celebrate Mahe's French connection. Organize a parade, a "Liberty, Equality, Fraternity" ceremony, and a French cultural evening with music, wine, and food. Host a "Tricolour" (French flag) lighting of a prominent building.  |
| Van Mahotsav (Forest Festival)          | First Week of July                  | A community-driven tree plantation drive across Mahe's riverbanks and public spaces. Engage schools, NGOs, and tourists in "Plant a Tree in Mahe" initiatives, emphasizing environmental conservation.   |
| The Great Mahe River Carnival           | August 15<br>(India's Independence) | A grand celebration on the water. Decorated boats parade on the Mahe River. Features traditional boat races (Vallam Kali), floating decorations, and a spectacular   |

| Name / Event                    | Month / Date<br>(January-adjacent)   | Ideas for celebration and promotion  |
|---------------------------------|--------------------------------------|--|
|                                 | Day)                                 | sound & light show in the evening celebrating India's diversity.   |
| Onam Festival & Pulikali        | September<br>(Dates vary, 5-15 Sep)  | Mahe's biggest cultural extravaganza. Host a ten-day festival culminating in the Onam Sadya (grand feast). The highlight is a vibrant Pulikali (Tiger Dance) performance, where artists painted as tigers and hunters dance through the streets. |
| World Tourism Day               | September 27                         | "Tourism for Inclusive Growth." Offer free heritage walks, museum entry, and traditional craft workshops. Recognize and award the best local homestays, guides, and food vendors.  |
| Mahe Art & Literature Festival  | First Weekend of<br>October          | Transform the Mahe Riverfront into a cultural hub. Host sessions with renowned Malayalam and French language writers. Feature art installations, poetry readings, live painting, and book stalls.  |
| Chef's Table & Harvest Festival | Second Week of<br>October            | Celebrate the local harvest. Organize pop-up "Chef's Table" dinners in unique locations (e.g., a heritage home, riverside) where chefs create special menus using fresh, local produce and seafood.  |
| Festival of Lights (Deepavali)  | End of Oct /<br>Early Nov            | Illuminate Mahe with thousands of lamps (diyas). Host a lantern-making workshop and a lantern-floating ceremony on the Mahe River. Organize a fireworks display and traditional sweet-making competitions.                                       |
| Mahe Sea Food Festival          | First Two<br>Weekends of<br>November | Capitalize on the end of the fishing ban. Set up a dedicated seafood market and food stalls along the promenade. Offer cooking classes for iconic Malabar seafood dishes like Kallumakkaya (mussel) fry and Meen (fish) Moilee.                  |
| World Music Day & Mahe Fête     | December 21-31                       | A year-end, multi-day cultural fair. Features a Christmas market, food stalls, handicraft exhibitions, and live music performances every evening—from traditional Theyyam  |

| Name / Event                    | Month / Date<br>(January-adjacent) | Ideas for celebration and promotion  |
|---------------------------------|------------------------------------|--|
|                                 |                                    | and folk music to contemporary bands—leading up to a grand New Year's Eve concert.   |
| Christmas & New Year's Eve Gala | December 24-31                     | Decorate the town in festive spirit. Host Christmas carols by the riverfront. Organize a special New Year's Eve Gala with a gourmet dinner, live band, and countdown party with a fireworks display over the Mahe River. |

### 33. Land Use Compatibility of Proposed Projects as per Draft Mahe Master Plan 2041

#### Introduction

This chapter intervenes the planning-level appraisal of the projects identified under the Mahe Tourism Strategic Plan vis-à-vis the Draft Master Plan land use 2041 provisions and CRZ-III applicability.

The identification and selection of land parcels for the proposed projects have been undertaken through a systematic spatial planning exercise grounded in statutory land use provisions, environmental sensitivity mapping, and functional suitability assessment. The planning team conducted a detailed scrutiny of Revenue Survey (R.S.) numbers against the Draft Master Plan zoning framework to ensure conformity with designated land use categories to avoid land use conflicts, minimizing the need for conversion and ensuring integration with existing infrastructure networks including road connectivity, waterfront access, and institutional clusters.

In addition, CRZ-III applicability was carefully examined for projects located in proximity to coastal and riverine stretches. Sites were shortlisted only after preliminary verification against CRZ notifications, environmental constraints, and development control regulations to ensure regulatory feasibility. Further adopting a balanced approach by prioritizing government-owned lands, underutilized public assets, and compatible zones to reduce displacement, expedite clearances, and promote sustainable tourism-led development ensuring proposed interventions are both spatially compliant and environmentally responsible.

#### 1. Planning Context

The proposed projects across Mahe, Palloor, Challakara, and Pandakal have been systematically examined with reference to the Draft Master Plan land use zoning (both existing and proposed), the corresponding Revenue Survey (R.S.) numbers identified in the Tourism Strategic Plan, and the applicability of CRZ-III regulations. The assessment indicates that the majority of the proposed interventions are aligned with designated land use categories or fall within compatible zones, subject to obtaining requisite statutory and regulatory approvals wherever applicable. The projects identified under Mahe

tourism strategic Plan incompatible with Draft Master Plan is given in the table below.

| S. No | Location | Projects identified and Proposed in Mahe Tourism Strategic Plan       | Proposed R.S. No as per Mahe Tourism Strategic Plan | Land Use as per proposed Draft Master Plan 2041                      | CRZ III applicable | Complies CRZ III |
|-------|----------|---|---|--|--------------------|------------------|
| 1     | Mahe     | Cemetery road Junction improvement                                    | 05-43,05-45, 05-52                                  | Existing public utilities, Existing public and semi public utilities | No                 | NA               |
| 2     | Mahe     | Development of a Musical Fountain and River Illumination              | 05-08,05-32   | Existing recreational  | No                 | NA               |
| 3     | Mahe     | Rue utsavam Boulevard Road and central park Development               | 05-43,05-45   | Existing public utilities, Existing public and semi public utilities | No                 | NA               |
| 4     | Mahe     | Development of Carnival Street – Rue Utsavam, Mahe                    | 05-22   | Existing recreational  | No                 | NA               |
| 5     | Mahe     | Mahe entrance gate way at 4 direction from Panadakal to Mahe          | NA  | Road   | No                 | NA               |
| 6     | Mahe     | Expansion existing museum into tourism info center and help desk or - | 05-07   | Existing public and semi-public utilities                            | Yes                | Yes              |
| 7     | Mahe     | Construction of new museum  | 05-110  | Existing public and semi public utilities (GP land)                  | No                 | No               |
| 8     | Mahe     | Reactivation of Manjakkal Boat House for River-Based Tourism          | 05-68,05-69   | Existing recreational and proposed recreational                      | No                 | No               |
| 9     | Mahe     | Mayyazhi Bridge Adaptive Reuse  | NA  | Road   | No                 | No               |
| 10    | Mahe     | Development of Moopenkanu hillock destination                         | 05-07   | Existing public and semi public utilities                            | Yes                | Yes              |
| 11    | Mahe     | Development of beach break water                                      | NA  | Water Body   | Yes                | Yes              |
| 12    | Mahe     | Development of sea plane tourism                                      | NA  | Water Body   | Yes                | Yes              |
| 13    | Mahe     | Construction of tidal pool at Mahe                                    | NA  | Water Body   | Yes                | Yes              |

|    |            |   |   |   |    |    |
|----|------------|---|---|---|----|----|
| 14 | Palloor    | Tourism life style center at Palloor                            | 03-154 -3,4,6,                                    | Proposed public and semi public           | No | NA |
| 15 | Palloor    | Palloor Shoppe Village – Premium Retail & Lifestyle Destination | NH new Bye Pass road                              | Mixed Commercial Zone                     | No | NA |
| 16 | Challakara | Pondicherry Institute for Hotel Management                      | 02-80-2 & 5                                       | Existing public and semi public utilities | No | NA |
| 17 | Challakara | Ayurveda Speciality Center at Challakara                        | 02-86-3,02-87-3,02-83-7,02-85-1,2,4,5, 02-84-7,8  | Existing public and semi public utilities | No | NA |
| 18 | Challakara | Solid Waste Management to set up Processing Plants              | 02-80-3   | Proposed public utilities                 | No | NA |
| 19 | Challakara | Tagore Cultural Complex   | 02-19-1 (Agri dept Land) Tentatively identified   | Green Areas                               | No | NA |
| 20 | Pandakal   | Pandakal Sponge Park & Digital Nomad Village                    | 01-68-1,2,3,4,5,6,7,8, 9,10,11<br>01-69-1,2,3,4,6 | Proposed public utilities                 | No | NA |

## 2. Land Use Conformity Assessment

### A. Projects in Conformity with Existing Public & Semi-Public Zones

Several institutional, cultural, and tourism-support infrastructure projects fall within *Existing Public & Semi-Public Utilities* zones, thereby demonstrating zoning compliance:

- Expansion of existing museum
- Development of Moopenkanu hillock destination
- Pondicherry Institute for Hotel Management (Challakara)
- Ayurveda Speciality Center (Challakara)

These projects are compatible with institutional, cultural, and tourism-support functions permitted under the Master Plan.

### B. Recreational Zone-Based Projects

Projects such as:

- Musical Fountain & River Illumination
- Carnival Street – Rue Utsavam
- Reactivation of Manjakkal Boat House

are situated within Existing / Proposed Recreational Zones, making them functionally and spatially consistent with leisure, waterfront, and public gathering uses.

### **C. Water Body / Coastal Interface Projects**

The following projects fall within Water Body classifications:

- Beach breakwater
- Sea plane tourism
- Tidal pool construction

These are infrastructure-oriented interventions requiring compliance with CRZ Notification norms, though the table indicates CRZ-III applicability in certain cases. Detailed environmental clearance and coastal regulation approvals will be mandatory prior to implementation.

### **D. Road / Transportation-Based Interventions**

- Cemetery Road Junction improvement
- Mayyazhi Bridge adaptive reuse
- Entrance gateways
- Palloor Shoppe Village along NH Bypass

These fall within road / mixed commercial / transport-aligned land use and are broadly compatible from a zoning standpoint.

### **E. Proposed Public Utilities / Green Area Sites**

- Solid Waste Processing Plant (Challakara) – Proposed Public Utilities
- Tagore Cultural Complex (identified on Agri Dept Land under Green Area)
- Pandakal Sponge Park & Digital Nomad Village – Proposed Public Utilities

While zoning compatibility has been established, proposals involving Green Area or Agricultural land parcels may, wherever applicable, be facilitated through the streamlined statutory procedures envisaged under the upcoming deregulation and Ease of Doing Business (EoDB) reforms. In this context, such projects can be considered within the framework of simplified land use conversion mechanisms and time-bound approval processes, ensuring that strategic tourism infrastructure is implemented without procedural delays, while continuing to adhere to environmental safeguards and planning norms.

### 3. CRZ-III Observations

- Majority of inland projects are marked CRZ-III Not Applicable.
- Coastal and water-based interventions are marked as CRZ-III Applicable, with compliance indicated.
- However, final determination must be validated through authenticated CRZ mapping and clearance from the State Coastal Zone Management Authority (SCZMA).

### 4. Conclusion

Based on the preliminary zoning and regulatory review, it is observed that all proposed projects under the Mahe Tourism Strategic Plan have been identified in conformity with the land use provisions of the Draft Master Plan. The siting of projects has been carefully aligned with designated zones such as Public & Semi-Public, Recreational, Mixed Commercial, Public Utilities, Road, and Water Body categories, ensuring functional compatibility and statutory consistency.


For projects located in coastal or water-interface areas, implementation shall be subject to obtaining mandatory CRZ clearances in accordance with prevailing regulations; however, their proposed use remains consistent with the broader planning framework.

Similarly, proposals involving Green Areas or Agricultural land parcels have been identified with due consideration of planning norms and may proceed through prescribed statutory procedures wherever formal approvals are required. Overall, the Tourism Strategic Plan demonstrates comprehensive spatial alignment with the Draft Master Plan, reflecting a structured planning approach that integrates tourism development objectives within the established regulatory and land use framework.

### 34. Alignment of the Proposed Mahe Tourism Strategic Plan with SDGs and Viksit Bharat 2047

**Introduction:** The Mahe Tourism Strategic Plan has been formulated as an integrated, sustainable, and community-centric development framework. The alignment with the **Sustainable Development Goals** and the vision of **Viksit Bharat -2047** is intrinsic to the structure of the Plan and does not rely on external or unrelated projects.

#### SDG-wise Alignment of the Mahe Tourism Strategic Plan

|  |  |  |
|--|--|--|
| <p><b>SDG 8-<br/>Decent Work &amp; Economic Growth</b></p> <ul style="list-style-type: none"> <li>• Destination branding</li> <li>• Cluster-based tourism development</li> <li>• Local enterprise, homestays, retail &amp; services</li> </ul> | <p><b>SDG 9<br/>Industry, Innovation &amp; Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Visitor amenities &amp; interpretation infrastructure</li> <li>• Tourism-supporting urban facilities</li> <li>• Connectivity-based development</li> </ul> | <p><b>SDG 10<br/>Reduced Inequalities</b></p> <ul style="list-style-type: none"> <li>• Community-centric tourism model</li> <li>• Rural &amp; peripheral cluster development</li> <li>• Inclusive access to public spaces</li> </ul> |
| <p><b>SDG 11<br/>Sustainable Cities &amp; Communities</b></p> <ul style="list-style-type: none"> <li>• Heritage conservation</li> <li>• Urban service strengthening</li> <li>• Integrated tourism-town planning</li> </ul>                     |    | <p><b>SDG 12<br/>Responsible Consumption &amp; Production</b></p> <ul style="list-style-type: none"> <li>• Boutique, low-impact tourism approach</li> <li>• Quality-over-quantity visitor strategy</li> </ul>                        |
| <p><b>SDG 13<br/>Climate Action</b></p> <ul style="list-style-type: none"> <li>• Coastal safety awareness</li> <li>• Risk-responsive coastal recreation planning.</li> </ul>   | <p><b>SDG 15<br/>Life on Land</b></p> <ul style="list-style-type: none"> <li>• Nature-based tourism clusters</li> <li>• Eco-sensitive planning</li> </ul>  | <p><b>SDG 17<br/>Partnerships</b></p> <ul style="list-style-type: none"> <li>• Inter-departmental convergence</li> <li>• Community &amp; stakeholder participation</li> </ul>  |

## Strategic Mapping of the Mahe Tourism Strategic Plan with SDGs and Viksit Bharat-2047

| Strategic Plan Component                             | Relevant SDGs  | Viksit Bharat @2047 Alignment       |
|--|----------------|-------------------------------------|
| Vision for Sustainable & Boutique Tourism            | SDG 8, SDG 11  | Inclusive & Sustainable Development |
| Mission: Quality-led, Experiential Tourism           | SDG 8, SDG 12  | Responsible Growth Model            |
| Destination Branding & Positioning (Mahe / Mayyazhi) | SDG 11         | Cultural Pride & Identity           |
| Cluster-Based Tourism Development Framework          | SDG 11, SDG 10 | Planned Urban–Regional Growth       |
| Mahe Town Cluster (Beach, River & Heritage)          | SDG 11, SDG 13 | Coastal Sustainability              |
| Palloor Cluster (Retail & Lifestyle)                 | SDG 8, SDG 9   | MSME-led Economic Growth            |
| Chalakkara Cluster (Wellness & Nature)               | SDG 3, SDG 11  | Healthy & Liveable Communities      |
| Pandakkal Cluster (Eco-Culture & Spirituality)       | SDG 11, SDG 15 | Cultural Continuity                 |
| Kallayee Cluster (Rural & Culinary Tourism)          | SDG 8, SDG 10  | Rural Prosperity                    |
| Heritage Interpretation & Storytelling               | SDG 11         | Cultural Conservation               |
| Safe & Regulated Coastal Recreation Planning         | SDG 11, SDG 13 | Climate-Responsive Infrastructure   |
| Tourism Amenities & Visitor Facilities               | SDG 9, SDG 11  | Infrastructure-Led Development      |
| Strengthening Urban Services for Tourism             | SDG 11         | Urban Liveability                   |
| Inter-Departmental & Stakeholder Convergence         | SDG 17         | Collaborative Governance            |

## **Conclusion**

Each component of the Strategic Plan—including vision, mission, cluster-based development, heritage interpretation, coastal planning, and tourism infrastructure directly supports inclusive economic growth, cultural conservation, climate responsiveness, and urban liveability. The Plan reflects India’s long-term national priorities of balanced regional development, infrastructure-led growth, cultural pride, and sustainable urban transformation, thereby making it fully consistent with the objectives of Viksit Bharat-2047 and relevant SDGs.

### 35. Mahe Tourism Strategic Plan Implementation Timeline

This implementation timeline is prepared based on necessity, project size, complexity, and logical sequencing of all projects proposed under the Mahe Tourism Strategic Plan. The timeline follows a phased approach from quick-impact initiatives to long-term transformational infrastructure projects.

#### PHASE I – QUICK WINS

- Production of Promotional Video for Mahe Tourism
- Destination Branding Rollout: Mesmerizing Mahe / Mayyazhi
- Tourist Helpline and Digital Information System
- Smart Signage and Wayfinding System
- Beach Cleaning and Basic Amenity Upgrades
- Reactivation of Manjakkal Boat House as Inclusive Tourism Facility
- Cemetery Road Junction Heritage Façade Enhancement

*Outcome: Immediate improvement in visitor experience, enhanced visibility, and early activation of existing assets.*

#### PHASE II – FOUNDATIONAL PROJECTS

- Tourism and Lifestyle Centre at Palloor
- Palloor Shoppe Village and Retail Cluster
- Heritage Walk Circuits and Interpretation Panels
- Mobility and Access Plan (shuttles and e-vehicles)
- Community Tourism Training Programmes
- Wellness and Nature Tourism
- Riverfront Beautification and Promenade Upgrades

**Outcome: Establishment of core tourism infrastructure and institutional ecosystem.**

### PHASE III – EXPERIENCE EXPANSION

- River Cruise and Floating Restobar Operations
- Annual Signature Events and Festival Calendar
- Culinary and Cultural Tourism Circuits
- Rural and Culinary Tourism at Kallayee
- Eco–Culture Experiences at Pandakkal
- Integrated Ayurvedic Speciality Centres in Mahe

**Outcome: *Diversification of tourism products and increased visitor stay duration.***

### PHASE IV – MAJOR INFRASTRUCTURE PROJECTS

- Mahe Coastal Tidal Pool Development
- Tagore Cultural Complex, Mahe
- Breakwater and Beachfront Upgrades
- Pandakkal Sponge Park and Eco Projects
- Seaplane Connectivity Project for Mahe

**Outcome: *Long-term transformation of Mahe into a premium coastal, cultural, and connectivity-enhanced destination.***

### Cross-Cutting Continuous Activities

In addition to individual project interventions, the successful implementation of the Mahe Tourism Strategic Plan requires a set of continuous, cross-cutting activities that operate across all phases and projects. These activities provide the necessary institutional, promotional, and managerial support to ensure sustainable, coordinated, and outcome-oriented tourism development.

***The key cross-cutting activities are as follows:***

1. Digital marketing and branding campaigns
2. PPP investor outreach and partnership development
3. Stakeholder coordination and capacity building
4. Monitoring and evaluation mechanisms
5. Integration with Kerala tourism circuits

Together, these cross-cutting activities form the operational backbone of the Strategic Plan, ensuring that infrastructure investments translate into meaningful tourism growth and long-term socio-economic benefits for Mahe.

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |  |                                   |
|--|--|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>             | <b>Estimated Cost (INR Lakhs)</b> |
| <b>A . DESTINATION BRANDING</b>                              |  |                                   |
| <b>1</b>   | <b>Production of Promotional Video for Tourism Development</b> | <b>62.20</b>                      |
|  | Subcomponent   |                                   |
|  | a. Concept Development & Script Writing                        | 3.50                              |
|  | b. Research & Storyboarding                                    | 2.00                              |
|  | c. Location Scouting & Permissions                             | 1.50                              |
|  | d. Professional Film Crew Charges                              | 8.00                              |
|  | e. High-End Camera & Equipment Rental                          | 7.00                              |
|  | f. Aerial Drone Videography                                    | 4.50                              |
|  | g. Travel & Local Logistics                                    | 3.00                              |
|  | h. Talent & Narration Charges                                  | 2.50                              |
|  | i. Background Music & Sound Design                             | 3.00                              |
|  | j. Voice Over Recording  | 1.20                              |
|  | k. Video Editing & Postproduction                              | 6.50                              |
|  | l. Graphics, Animation & Titles                                | 4.00                              |
|  | m. Color Grading & Mastering                                   | 2.50                              |
|  | n. Multi-Language Subtitles                                    | 1.50                              |
|  | o. Social media Short Edits (5 versions)                       | 3.00                              |
|  | p. Promotion & Distribution Formats                            | 1.30                              |
|  | q. Project Coordination & Management                           | 2.00                              |
|  | r. Contingency (10%)   | 5.20                              |
|  | <b>TOTAL ESTIMATED COST</b>                                    | <b>62.20</b>                      |
| <b>B. HERITAGE REVIVAL</b>                                   |  |                                   |
| <b>2</b>   | <b>Identification and Revival of Heritage Buildings</b>        | <b>210.00</b>                     |
|  | Sub-Component  |                                   |
|  | a. Heritage Identification & Documentation                     | 18.00                             |
|  | b. Archival Research & Mapping                                 | 12.00                             |
|  | c. Heritage Streetscape Development                            | 45.00                             |
|  | d. Bilingual / Trilingual Signage                              | 10.00                             |
|  | e. Interpretation Panels & Plaques                             | 15.00                             |
|  | f. Digital Storytelling (QR & Web)                             | 10.00                             |
|  | g. Heritage Walk Design & Maps                                 | 8.00                              |
|  | h. Museum Enhancement & Displays                               | 20.00                             |
|  | i. Cultural Programming & Festivals                            | 18.00                             |
|  | j. Heritage Lighting   | 15.00                             |
|  | k. Branding & Collaterals                                      | 10.00                             |
|  | l. Project Management & Coordination                           | 9.00                              |
|  | a. Contingency (10%)   | 20.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                                    | <b>210.00</b>                     |
| <b>3</b>   | <b>Tagore Cultural Complex</b>                                 | <b>15.80</b>                      |
|  | Sub- Component   |                                   |
|  | a. Site Development & Utilities                                | 1.00                              |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>        | <b>Estimated Cost (INR Lakhs)</b> |
|  | b. Multipurpose Auditorium                                | 4.00                              |
|  | c. Open-Air Theatre                                       | 1.50                              |
|  | d. Training Halls & Studios                               | 1.20                              |
|  | e. Exhibition Galleries                                   | 1.10                              |
|  | f. Heritage Museum & Documentation Centre                 | 1.30                              |
|  | g. Cultural Library & Reading Room                        | 0.60                              |
|  | h. Tourist Information & Interpretation Centre            | 0.50                              |
|  | i. Handicraft Kiosks & Café                               | 0.70                              |
|  | j. Audio-Visual & Technical Equipment                     | 1.20                              |
|  | k. Administrative & Support Facilities                    | 0.80                              |
|  | l. Project Management & Consultancy                       | 0.80                              |
|  | m. Contingency (Approx. 10%)                              | 1.10                              |
|  | <b>TOTAL ESTIMATED COST</b>                               | <b>15.80</b>                      |
| <b>4</b>   | <b>Cemetery Road Junction Improvement</b>                 | <b>280.00</b>                     |
|  | Sub-Component   |                                   |
|  | a. Urban Design & DPR Preparation                         | 18.00                             |
|  | b. Demolition & Site Clearance                            | 12.00                             |
|  | c. Heritage Façade Improvement                            | 45.00                             |
|  | d. Landscaping & Green Buffers                            | 28.00                             |
|  | e. Street Furniture                                       | 20.00                             |
|  | f. Public Art & Interpretation                            | 18.00                             |
|  | g. Lighting & Electrical Works                            | 25.00                             |
|  | h. Pedestrian Facilities                                  | 32.00                             |
|  | i. Safety & Surveillance                                  | 15.00                             |
|  | j. Signage & Way finding                                  | 10.00                             |
|  | k. Temporary Support to Shops                             | 20.00                             |
|  | l. Project Management & Supervision                       | 12.00                             |
|  | m. Contingency (10%)                                      | 25.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                               | <b>280.00</b>                     |
| <b>5</b>   | <b>Ayurveda Speciality Center</b>                         | <b>555.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Infrastructure & Interior Setup                        | 120.00                            |
|  | b. Medical Equipment & Therapy Units                      | 160.00                            |
|  | c. Furniture & Fixtures                                   | 60.00                             |
|  | d. Digital Systems & Software                             | 25.00                             |
|  | e. Training & Capacity Building                           | 20.00                             |
|  | f. Initial Consumables & Medicines                        | 50.00                             |
|  | g. Marketing & Outreach                                   | 30.00                             |
|  | h. Human Resource Mobilization                            | 40.00                             |
|  | i. Operational Contingency (10%)                          | 50.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                               | <b>555.00</b>                     |
| <b>6</b>   | <b>Boutique Wellness Tourism Development</b>              | <b>2942.00</b>                    |
|  | Sub- Component  |                                   |
|  | a. Phase 1 – Quick Experience Kiosks (10 units @ 4 lakhs) | 40.00                             |
|  | b. Yoga Decks & Public Space Wellness Pods                | 35.00                             |
|  | c. Herbal Garden Development                              | 25.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>        | <b>Estimated Cost (INR Lakhs)</b> |
|  | d. Training & Capacity Building Programs                  | 30.00                             |
|  | e. Marketing & Branding – Phase 1                         | 20.00                             |
|  | f. Equipment for Phase 1 Therapies                        | 25.00                             |
|  | g. Phase 2 – Boutique Wellness Centre Construction        | 180.00                            |
|  | h. Therapy Rooms & Spa Interiors                          | 160.00                            |
|  | i. Wellness Café & Detox Kitchen Setup                    | 90.00                             |
|  | j. Accommodation Eco-Cottages                             | 240.00                            |
|  | k. Training Centre Infrastructure                         | 60.00                             |
|  | l. Landscaping & Eco Trails                               | 55.00                             |
|  | m. Utilities & Services                                   | 70.00                             |
|  | n. Phase 3 – Premium Retreat Infrastructure               | 950.00                            |
|  | o. Floating Spa / River Spa Facilities                    | 260.00                            |
|  | p. Advanced Therapy & Hydrotherapy Equipment              | 190.00                            |
|  | q. International Marketing & Promotion                    | 120.00                            |
|  | r. Project Management & Consultancy                       | 95.00                             |
|  | s. Monitoring & Evaluation                                | 30.00                             |
|  | t. Contingency (10%)                                      | 267.00                            |
|  | <b>TOTAL ESTIMATED COST</b>                               | <b>2942.00</b>                    |
|  |   |                                   |
| <b>7</b>   | <b>Development of Carnival Street – Rue Utsavam, Mahe</b> | <b>549.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Concept Design & Operational Planning                  | 18.00                             |
|  | b. Street Beautification & Thematic Decor                 | 45.00                             |
|  | c. Temporary Pedestrianization Infrastructure             | 25.00                             |
|  | d. Entry Arches & Wayfinding Signage                      | 22.00                             |
|  | e. Street Lighting & Ambience Lighting                    | 40.00                             |
|  | f. Vendor Kiosk Design & Fabrication (40 units)           | 80.00                             |
|  | g. Food Court Setup & Hygiene Infrastructure              | 35.00                             |
|  | h. Public Seating & Street Furniture                      | 28.00                             |
|  | i. Sound Systems & Performance Equipment                  | 30.00                             |
|  | j. Cultural Performance Stages                            | 24.00                             |
|  | k. Children Activity & Recreation Zone                    | 18.00                             |
|  | l. Waste Management & Sanitation Facilities               | 20.00                             |
|  | m. Security & Crowd Management Arrangements               | 22.00                             |
|  | n. Marketing & Promotion (Annual)                         | 30.00                             |
|  | o. Training & Capacity Building for Vendors               | 12.00                             |
|  | p. Operational Management (One Year)                      | 40.00                             |
|  | q. Monitoring & Evaluation                                | 10.00                             |
|  | r. Contingency (10%)                                      | 50.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                               | <b>549.00</b>                     |
|  |   |                                   |
| <b>8</b>   | <b>Mahe entrance gate way</b>                             | <b>435.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Design & Architectural Customization                   | 25.00                             |
|  | b. Foundation & Civil Works                               | 120.00                            |
|  | c. Superstructure & Fabrication                           | 150.00                            |
|  | d. Lighting & Electrical Works                            | 30.00                             |
|  | e. Signage & Branding Elements                            | 20.00                             |
|  | f. Landscaping & Surroundings                             | 30.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |  |                                   |
|--|--|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>   | <b>Estimated Cost (INR Lakhs)</b> |
|  | g. Project Management & Supervision  | 20.00                             |
|  | h. Contingency (≈10%)  | 40.00                             |
|  | <b>TOTAL ESTIMATED COST</b>  | <b>435.00</b>                     |
| <b>9</b>   | <b>Expansion Existing Museum into Tourism Info Center and Help Desk and Construction of New Museum</b> | <b>7.40</b>                       |
|  | Sub- Component   |                                   |
|  | a. Physical Expansion & Reorganisation   | 1.20                              |
|  | b. Thematic Gallery Development  | 1.40                              |
|  | c. Interpretation & Storytelling Systems   | 0.70                              |
|  | d. Digital Museum – On-site Features   | 0.90                              |
|  | e. Immersive Technologies (Phase-wise)   | 0.80                              |
|  | f. Online Digital Museum Platform  | 0.40                              |
|  | g. Temporary Exhibition & Community Space  | 0.30                              |
|  | h. Visitor Facilities Enhancement  | 0.40                              |
|  | i. Content Research & Curation   | 0.35                              |
|  | j. Project Management & Design Consultancy   | 0.35                              |
|  | k. Contingency (≈10%)  | 0.6                               |
|  | <b>TOTAL ESTIMATED COST</b>  | <b>7.40</b>                       |
| <b>C. BEACH AND WATER FRONT TOURISM DEVELOPMENT</b>          |  |                                   |
| <b>10</b>  | <b>Reactivation of Manjakkal Boat House for River-Based Tourism</b>                                    | <b>2172</b>                       |
|  | Sub- Component   |                                   |
|  | a. Detailed Feasibility Study & DPR Preparation  | 35                                |
|  | b. Structural Repairs & Renovation of Existing Building  | 160                               |
|  | c. Jetty & Pontoon Modernization   | 140                               |
|  | d. Upgradation of Utilities (Power, Water, Sanitation)   | 95.00                             |
|  | e. Restaurant Renovation & Kitchen Modernization   | 110.00                            |
|  | f. Purchase of Motorboats (4 units)  | 180.00                            |
|  | g. Pedal Boats & Kayaks Procurement  | 60.00                             |
|  | h. Safety Equipment & Rescue Infrastructure  | 55.00                             |
|  | i. Water Sports Equipment Procurement  | 120.00                            |
|  | j. Floating Restobar Cruise Vessel   | 420.00                            |
|  | k. River Cruise Boat for Sightseeing   | 260.00                            |
|  | l. CCTV & Security Systems   | 45.00                             |
|  | m. Landscaping & Riverfront Beautification   | 90.00                             |
|  | n. Ticketing & Digital Systems   | 40.00                             |
|  | o. Signage & Wayfinding  | 25.00                             |
|  | p. Training & Capacity Building  | 30.00                             |
|  | q. Marketing & Launch Promotion  | 35.00                             |
|  | r. Project Management & Supervision  | 75.00                             |
|  | s. Contingency (10%)   | 197.00                            |
|  | <b>TOTAL ESTIMATED COST</b>  | <b>2172.00</b>                    |
| <b>11</b>  | <b>Mayyazhi Bridge Adaptive Reuse</b>  | <b>40.00</b>                      |
|  | Sub- Component   | 40.00                             |
|  | a. Structural Assessment & DPR Preparation   | 90.00                             |
|  | b. Basic Structural Strengthening  | 85.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |  |                                   |
|--|--|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>   | <b>Estimated Cost (INR Lakhs)</b> |
|  | c. Pedestrian Flooring Improvements                  | 70.00                             |
|  | d. Safety Railings & Barriers                        | 55.00                             |
|  | e. Seating & Street Furniture                        | 45.00                             |
|  | f. Landscaping & Planters                            | 50.00                             |
|  | g. View Deck Development                             | 90.00                             |
|  | h. Heritage Thematic Lighting                        | 35.00                             |
|  | i. Signage & Interpretation Panels                   | 38.00                             |
|  | j. Electrical Works                                  | 32.00                             |
|  | k. CCTV & Security                                   | 40.00                             |
|  | l. Access Improvements                               | 45.00                             |
|  | m. Project Management                                | 71.00                             |
|  | n. Contingency (10%)                                 | 786.00                            |
|  | <b>TOTAL ESTIMATED COST</b>                          | <b>40.00</b>                      |
|  |  |                                   |
| <b>12</b>  | <b>Development of Moopenkanu hillock destination</b> | <b>597.00</b>                     |
|  | Sub- Component                                       |                                   |
|  | a. Site Cleaning & Vegetation Management             | 25.00                             |
|  | b. Pathway Restoration                               | 45.00                             |
|  | c. Viewing Deck Improvement                          | 60.00                             |
|  | d. Heritage Glow Zone Development                    | 40.00                             |
|  | e. Signage & Interpretation                          | 20.00                             |
|  | f. Lighting & Electrical Works                       | 55.00                             |
|  | g. Landscaped Gardens                                | 70.00                             |
|  | h. Family & Leisure Zone                             | 35.00                             |
|  | i. Café Renovation & Amenities                       | 50.00                             |
|  | j. Quiet Nature Trails                               | 30.00                             |
|  | k. Photo Frames & Selfie Points                      | 18.00                             |
|  | l. Waste Management Systems                          | 22.00                             |
|  | m. Safety & Surveillance                             | 25.00                             |
|  | n. Promotion & Branding                              | 20.00                             |
|  | o. Project Management & Supervision                  | 28.00                             |
|  | p. Contingency (10%)                                 | 54.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                          | <b>597.00</b>                     |
|  |  |                                   |
| <b>13</b>  | <b>Development Of Beach Break Water</b>              | <b>2354.00</b>                    |
|  | Sub- Component                                       |                                   |
|  | a. Beachfront Site Preparation                       | 120.00                            |
|  | b. Pedestrian Pathway Development                    | 220.00                            |
|  | c. Lighting & Electrical Works                       | 140.00                            |
|  | d. CCTV & Safety Systems                             | 65.00                             |
|  | e. Beach Shacks Infrastructure                       | 180.00                            |
|  | f. Visitor Amenities                                 | 160.00                            |
|  | g. Water Sports Infrastructure                       | 210.00                            |
|  | h. Breakwater Beautification                         | 260.00                            |
|  | i. Breakwater Lighting                               | 180.00                            |
|  | j. Landmark Viewing Pavilion                         | 220.00                            |
|  | k. Signage & Interpretation                          | 60.00                             |
|  | l. Lifeguard & Safety Towers                         | 75.00                             |
|  | m. Landscaping & Green Buffers                       | 110.00                            |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b>       |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>      | <b>Estimated Cost (INR Lakhs)</b> |
|  | n. Project Management & DPR                             | 140.00                            |
|  | o. Contingency (10%)                                    | 214.00                            |
|  | <b>TOTAL ESTIMATED COST</b>                             | <b>2354.00</b>                    |
|  |   |                                   |
| <b>14</b>  | <b>Development Of Sea Plane Tourism</b>                 | <b>491.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Feasibility Study & DPR                              | 20.00                             |
|  | b. Regulatory Clearances & Approvals                    | 15.00                             |
|  | c. Water Aerodrome (Sea-drome) Infrastructure           | 120.00                            |
|  | d. Passenger Terminal & Waiting Lounge                  | 60.00                             |
|  | e. Safety & Emergency Infrastructure                    | 45.00                             |
|  | f. Seaplane Leasing / Initial Operations Setup          | 100.00                            |
|  | g. Training & Capacity Building                         | 18.00                             |
|  | h. IT Systems & Ticketing                               | 12.00                             |
|  | i. Branding & Promotion                                 | 20.00                             |
|  | j. Project Management & Consultancy                     | 22.00                             |
|  | k. Environmental Management Measures                    | 13.00                             |
|  | l. Contingency (10%)                                    | 46.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                             | <b>491.00</b>                     |
|  |   |                                   |
| <b>15</b>  | <b>Construction Of Tidal Pool</b>                       | <b>995.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Preliminary Feasibility Study & DPR Preparation      | 25.00                             |
|  | b. Environmental Impact Assessment & Clearances         | 20.00                             |
|  | c. Architectural & Structural Design                    | 30.00                             |
|  | d. Coastal Engineering Works                            | 220.00                            |
|  | e. Pool Construction & Civil Works                      | 260.00                            |
|  | f. Water Circulation & Filtration Systems               | 90.00                             |
|  | g. Safety Infrastructure & Equipment                    | 40.00                             |
|  | h. Amenities (Changing Rooms, Showers, Toilets)         | 60.00                             |
|  | i. Landscaping & Public Spaces Development              | 45.00                             |
|  | j. Access Pathways & Signage                            | 20.00                             |
|  | k. Electrical & Lighting Works                          | 35.00                             |
|  | l. Lifeguard Stations & First Aid Facilities            | 25.00                             |
|  | m. Project Management & Supervision                     | 35.00                             |
|  | n. Contingency (10%)                                    | 90.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                             | <b>995.00</b>                     |
|  |   |                                   |
| <b>D . DEVELOPMENT OF URBAN PUBLIC SPACES &amp; BEAUTIFICATION</b> |   |                                   |
| <b>16</b>  | <b>Tourism Life Style Center At Paloor</b>              | <b>4494.00</b>                    |
|  | Sub- Component  |                                   |
|  | a. Detailed Project Report & Master Planning            | 60.00                             |
|  | b. Structural Assessment & Heritage Conservation Design | 80.00                             |
|  | c. Environmental & Statutory Clearances                 | 35.00                             |
|  | d. Adaptive Reuse Civil Works & Renovation              | 750.00                            |
|  | e. Interior Development Works                           | 420.00                            |
|  | f. Tourist Facilitation Centre Infrastructure           | 150.00                            |
|  | g. Motel & Transit Accommodation Setup                  | 600.00                            |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |  |                                   |
|--|--|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>                         | <b>Estimated Cost (INR Lakhs)</b> |
|  | h. Food Court & Café Infrastructure  | 220.00                            |
|  | i. Event & Cultural Space Development                                      | 180.00                            |
|  | j. Pop-up Market Infrastructure  | 90.00                             |
|  | k. Mobility Hub & Parking Development                                      | 260.00                            |
|  | l. EV Charging & Smart Mobility Facilities                                 | 120.00                            |
|  | m. Landscaping & Public Realm Improvements                                 | 200.00                            |
|  | n. Digital Kiosks & ICT Systems  | 110.00                            |
|  | o. Signage, Wayfinding & Branding  | 60.00                             |
|  | p. Electrical, HVAC & Utility Services                                     | 340.00                            |
|  | q. Safety, Security & Surveillance Systems                                 | 130.00                            |
|  | r. Furniture, Fixtures & Equipment   | 160.00                            |
|  | s. Project Management & Consultancy  | 140.00                            |
|  | t. Contingency (10%)   | 409.00                            |
|  | <b>TOTAL ESTIMATED PROJECT COST</b>  | <b>4494.00</b>                    |
|  |  |                                   |
| <b>17</b>  | <b>Palloor Shoppe Village – Premium Retail &amp; Lifestyle Destination</b> | <b>5346.00</b>                    |
|  | Sub- Component   |                                   |
|  | a. Detailed Project Report & Market Feasibility Study                      | 55.00                             |
|  | b. Master Planning & Architectural Design                                  | 95.00                             |
|  | c. Land Development & Site Preparation                                     | 180.00                            |
|  | d. Core Civil Construction Works   | 980.00                            |
|  | e. Retail Block Development  | 760.00                            |
|  | f. Dining & Culinary Zone Infrastructure                                   | 420.00                            |
|  | g. Entertainment & Leisure Facilities                                      | 380.00                            |
|  | h. Public Plaza & Event Streets Development                                | 260.00                            |
|  | i. Internal Roads & Pedestrian Streets                                     | 190.00                            |
|  | j. Landscaping & Streetscaping   | 210.00                            |
|  | k. Visitor Amenities & Public Conveniences                                 | 140.00                            |
|  | l. Signage, Wayfinding & Thematic Branding                                 | 75.00                             |
|  | m. Electrical & Lighting Systems   | 240.00                            |
|  | n. Water Supply, Drainage & Utilities                                      | 165.00                            |
|  | o. Safety, Security & Surveillance Systems                                 | 120.00                            |
|  | p. Furniture, Fixtures & Equipment   | 150.00                            |
|  | q. Parking Facilities & Mobility Infrastructure                            | 200.00                            |
|  | r. Project Management & Consultancy  | 160.00                            |
|  | s. Marketing & Pre-Launch Promotion  | 80.00                             |
|  | t. Contingency (10%)   | 486.00                            |
|  | <b>TOTAL ESTIMATED COST</b>  | <b>5346.00</b>                    |
|  |  |                                   |
| <b>18.</b>   | <b>Rue Utsavam Boulevard Road Development</b>                              | <b>1507.00</b>                    |
|  | Sub- Component   |                                   |
|  | a. Urban Design & DPR Preparation  | 60.00                             |
|  | b. Road Redesign & Pavements   | 320.00                            |
|  | c. Central Park Development  | 250.00                            |
|  | d. Street Lighting & Electrical  | 120.00                            |
|  | e. Water Features & Cascade  | 90.00                             |
|  | f. Street Furniture & Signage  | 70.00                             |
|  | g. Traffic Calming & Junction Improvement                                  | 85.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>              | <b>Estimated Cost (INR Lakhs)</b> |
|  | h. Drainage & Utilities Upgradation                             | 140.00                            |
|  | i. Relocation & Zoning Adjustments                              | 60.00                             |
|  | j. Event Infrastructure   | 65.00                             |
|  | k. Landscape Buffers near Cemetery                              | 40.00                             |
|  | l. Project Management & Supervision                             | 70.00                             |
|  | m. Contingency (10%)  | 137.00                            |
|  | <b>TOTAL ESTIMATED COST</b>                                     | <b>1507.00</b>                    |
|  |   |                                   |
| <b>19.</b>   | <b>Selfie Points and Photo Frames</b>                           | <b>163.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Design & Concept Development                                 | 5.00                              |
|  | b. Fabrication of Iconic Photo Frames                           | 36.00                             |
|  | c. Themed Landmark Structures                                   | 32.00                             |
|  | d. Site Preparation Works                                       | 30.00                             |
|  | e. Lighting & Electrical  | 15.00                             |
|  | f. Branding & Signage   | 8.00                              |
|  | g. Transportation & Installation                                | 10.00                             |
|  | h. Maintenance Provision (1 year)                               | 7.00                              |
|  | i. Project Management & Supervision                             | 5.00                              |
|  | j. Contingency (10%)  | 15.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                                     | <b>163.00</b>                     |
|  |   |                                   |
| <b>20</b>  | <b>Pandakal Sponge Park &amp; Digital Nomad Village</b>         | <b>5247.00</b>                    |
|  | Sub- Component  |                                   |
|  | a. Land Development & Earthworks                                | 900.00                            |
|  | b. Stormwater Infrastructure                                    | 650.00                            |
|  | c. Retention Ponds & Wetland Creation                           | 720.00                            |
|  | d. Landscaping & Green Infrastructure                           | 500.00                            |
|  | e. Permeable Pathways & Trails                                  | 380.00                            |
|  | f. Lighting & Electrical Works                                  | 260.00                            |
|  | g. Visitor Amenities  | 220.00                            |
|  | h. Eco-tourism Facilities                                       | 420.00                            |
|  | i. Water Quality Management                                     | 300.00                            |
|  | j. Digital Infrastructure                                       | 180.00                            |
|  | k. Project Management & Design Consultancy                      | 240.00                            |
|  | l. Contingency (10%)  | 477.00                            |
|  | <b>TOTAL ESTIMATED COST</b>                                     | <b>5247.00</b>                    |
|  |   |                                   |
| <b>21.</b>   | <b>Development of a Musical Fountain and River Illumination</b> | <b>940.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Design & DPR Preparation                                     | 25.00                             |
|  | b. Musical Fountain System (Medium-scale)                       | 350.00                            |
|  | c. Floating Platforms & Structural Works                        | 120.00                            |
|  | d. LED Lighting System (Heritage-toned)                         | 80.00                             |
|  | e. Sound & Control System                                       | 60.00                             |
|  | f. Electrical & Automation Works                                | 55.00                             |
|  | g. Riverbank Landscaping & Seating                              | 90.00                             |
|  | h. Environmental Safeguards & Monitoring                        | 30.00                             |
|  | i. Installation & Commissioning                                 | 45.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>                            | <b>Estimated Cost (INR Lakhs)</b> |
|  | j. Contingency (10%)  | 85.00                             |
|  | <b>TOTAL ESTIMATED COST</b>   | <b>940.00</b>                     |
| <b>E . TOURISM INFRASTRCTURE AND BASIC SERVICES</b>          |   |                                   |
| <b>22</b>  | <b>Pondicherry Institute for Hotel Management</b>                             | <b>819.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Site Preparation & Minor Renovation  | 90.00                             |
|  | b. Classroom Infrastructure   | 60.00                             |
|  | c. Training Kitchens & Bakery Lab   | 140.00                            |
|  | d. Restaurant & Service Training Lab  | 80.00                             |
|  | e. Housekeeping & Front Office Lab  | 60.00                             |
|  | f. Computer Lab & IT Infrastructure   | 45.00                             |
|  | g. Library & Learning Resources   | 25.00                             |
|  | h. Hostel & Student Amenities   | 70.00                             |
|  | i. Administrative Setup   | 25.00                             |
|  | j. Initial Academic & Training Materials                                      | 30.00                             |
|  | k. Faculty & Staff Mobilisation (First Year)                                  | 85.00                             |
|  | l. Accreditation & Affiliation Costs  | 15.00                             |
|  | m. Project Management & Consultancy   | 20.00                             |
|  | n. Contingency (10%)  | 74.00                             |
|  | <b>TOTAL ESTIMATED COST</b>   | <b>819.00</b>                     |
| <b>23.</b>   | <b>Strengthening Basic Urban Services for Sustainable Tourism</b>             | <b>3740.00</b>                    |
|  | Sub- Component  |                                   |
|  | a. Recharge Zones, River and buffer protection                                | 250.00                            |
|  | b. Sewage & Wastewater Infrastructure (incl. STP support works)               | 900.00                            |
|  | c. Decentralized STP pilots in tourism clusters                               | 350.00                            |
|  | d. Solid Waste Management (segregation, composting, SHG tie-ups) on key spots | 180.00                            |
|  | e. Sustainable Mobility, Cycle track& Traffic Management                      | 420.00                            |
|  | f. Carrying Capacity & Visitor Management Studies                             | 60.00                             |
|  | g. Green Buildings & Solar Energy Support                                     | 300.00                            |
|  | h. Coastal & River Ecosystem Protection                                       | 280.00                            |
|  | i. Community-Based Tourism & Skill Development                                | 120.00                            |
|  | j. Sustainable Tourism Cell & Monitoring Systems                              | 110.00                            |
|  | k. Tourism Revenue Pooling & Corpus Setup (initial provisioning)              | 200.00                            |
|  | l. IEC, Signage & Behaviour Change Campaigns                                  | 90.00                             |
|  | m. Project Management, DPR & Technical Support                                | 150.00                            |
|  | n. Contingency (10%)  | 330.00                            |
|  | <b>TOTAL ESTIMATED COST</b>   | <b>3740.00</b>                    |
| <b>24.</b>   | <b>Tourist helpline</b>   | <b>186.00</b>                     |
|  | Sub- Component  |                                   |
|  | a. Tourism Information Desk Setup   | 12.00                             |
|  | b. Helpline Call Centre Setup   | 18.00                             |
|  | c. Dedicated Helpline Number & Connectivity                                   | 6.00                              |
|  | d. Website Development  | 20.00                             |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |  |                                   |
|--|--|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b> | <b>Estimated Cost (INR Lakhs)</b> |
|  | e. Mobile Application (Phase III)                  | 25.00                             |
|  | f. QR-Based Feedback System                        | 10.00                             |
|  | g. Hardware Infrastructure                         | 14.00                             |
|  | h. Human Resources (Annual)                        | 40.00                             |
|  | i. Training & Capacity Building                    | 6.00                              |
|  | j. Publicity & Outreach                            | 8.00                              |
|  | k. Maintenance & AMC (Year 1)                      | 10.00                             |
|  | l. Contingency (10%)                               | 17.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                        | <b>186.00</b>                     |
| <b>F – EVENTS AND EXPERIENCE</b>                             |  |                                   |
| <b>25.</b>   | <b>Mahe Brew fest</b>                              | <b>168.00</b>                     |
|  | Sub- Component                                     |                                   |
|  | a. Venue Setup & Infrastructure                    | 35.00                             |
|  | b. Audio Visual & Lighting                         | 22.00                             |
|  | c. Security & Crowd Management                     | 12.00                             |
|  | d. Safety & Medical Arrangements                   | 6.00                              |
|  | e. Licensing & Permissions                         | 5.00                              |
|  | f. Cultural & Entertainment Programs               | 18.00                             |
|  | g. Marketing & Promotion                           | 16.00                             |
|  | h. Waste Management & Sustainability               | 6.00                              |
|  | i. Logistics & Transportation                      | 8.00                              |
|  | j. Insurance & Risk Coverage                       | 4.00                              |
|  | k. Event Management Agency Fee                     | 14.00                             |
|  | l. Miscellaneous Expenses                          | 7.00                              |
|  | m. Contingency (10%)                               | 15.00                             |
|  | <b>TOTAL ESTIMATED COST</b>                        | <b>168.00</b>                     |
| <b>26.</b>   | <b>Moto trail</b>                                  | <b>80.00</b>                      |
|  | Sub - Component                                    |                                   |
|  | a. Phase I - Event Planning & Coordination         | 4.00                              |
|  | b. Phase I - Venue Setup (Minimal)                 | 6.00                              |
|  | c. Phase I - Security & Traffic Management         | 4.00                              |
|  | d. Phase I - Medical & Safety Arrangements         | 2.00                              |
|  | e. Phase I -Route Signage & Branding               | 3.00                              |
|  | f. Phase I - Digital Promotion                     | 5.00                              |
|  | g. Phase I - Participant Kits                      | 5.00                              |
|  | h. Phase I - Photography & Documentation           | 3.00                              |
|  | i. Phase I -Logistics                              | 3.00                              |
|  | j. Phase II- Audio Visual Setup                    | 6.00                              |
|  | k. Phase II -Hospitality for Riders                | 5.00                              |
|  | l. Phase II- Souvenirs                             | 6.00                              |
|  | m. Phase II- Insurance Coverage                    | 3.00                              |
|  | n. Phase II- Waste Management                      | 2.00                              |
|  | o. Phase III- Influencer Collaboration             | 6.00                              |
|  | p. Phase III - Professional Videography            | 5.00                              |
|  | q. Phase III- Upgraded Stage & Décor               | 6.00                              |
|  | r. Phase III - Contingency                         | 6.00                              |

| <b>36. TENTATIVE BUDGET PLAN OF MAHE TOURISM DEVELOPMENT</b> |   |                                   |
|--|---|-----------------------------------|
| <b>S.No</b>  | <b>Project Title / Components / Sub-Components</b>      | <b>Estimated Cost (INR Lakhs)</b> |
|  | <b>TOTAL ESTIMATED COST</b>                             | <b>80.00</b>                      |
| <b>27.</b>   | <b>Mahe Run</b>   | <b>97.00</b>                      |
|  | Sub - Component   |                                   |
|  | n. Event Planning & Coordination                        | 6.00                              |
|  | o. Route Management                                     | 8.00                              |
|  | p. Security & Traffic Control                           | 7.00                              |
|  | q. Medical & Safety Arrangements                        | 4.00                              |
|  | r. Audio Visual & Stage Setup                           | 9.00                              |
|  | s. Timing & Results System                              | 12.00                             |
|  | t. Participant Kits                                     | 15.00                             |
|  | u. Promotion & Publicity                                | 10.00                             |
|  | v. Hospitality & Refreshments                           | 6.00                              |
|  | w. Photography & Videography                            | 5.00                              |
|  | x. Waste Management & Sanitation                        | 3.00                              |
|  | y. Insurance Coverage                                   | 3.00                              |
|  | z. Contingency (10%)                                    | 9.00                              |
|  | <b>TOTAL ESTIMATED COST</b>                             | <b>97.00</b>                      |
| <b>CONSOLIDATED BUDGET</b>                                   |   |                                   |
| 1.   | A - DESTINATION BRANDING                                | 62.20                             |
| 2.   | B- HERITAGE REVIVAL                                     | 4994.20                           |
| 3.   | C- BEACH AND WATER FRONT TOURISM DEVELOPMENT            | 6649.00                           |
| 4.   | D – DEVELOPMENT OF URBAN PUBLIC SPACES & BEAUTIFICATION | 17697.00                          |
| 5.   | E - TOURISM INFRASTRUCTURE AND BASIC SERVICES           | 4745.00                           |
| 6.   | F – EVENTS AND EXPERIENCE                               | 345.00                            |
|  | <b>Gross total (In lakhs)</b>                           | <b>34492.40</b>                   |
|  | <b>Gross total (In Crores)</b>                          | <b>344.92 Cr</b>                  |

## **Incentives and Guidelines Policy for Registration of Homestay Establishments**

State Institution for Transformation  
Planning and Research Department  
Government of Puducherry

Mahe, a charming enclave of the Union Territory of Puducherry, is a land known for its rich cultural diversity and harmonious coexistence of traditions. "The serene riverscape, soothing sea breeze, and tranquil coastal charm of Mahe create a naturally inviting ambience that draws visitors to return time and again." In the year 2019, Mahe recorded a total tourist arrival of 23,868 visitors, reflecting a growth of 5-6% over the previous year. This increasing tourist inflow highlights Mahe's growing appeal as a serene and culturally vibrant destination.

Accommodation plays a vital role in shaping the overall tourist experience. Hotels, homestays, and other forms of supplementary accommodation are integral to providing comfort and enhancing visitor satisfaction. Recognizing this, efforts are being made to promote standardized, comfortable, and affordable homestay facilities that offer world-class hospitality with a local touch. The concept of **Virunnu Veedu** (homestays) in Mahe aims to:

1. Provide clean, safe, and budget-friendly accommodation for both domestic and international tourists.
2. Offer foreign visitors an immersive opportunity to stay with local families, experience Mahe's cultural heritage, traditions, and festivals, and relish its authentic Malabar–Franco- cuisine.
3. Enhance the overall visitor experience through personalized interaction and a homely atmosphere.
4. For homeowners in Mahe who possess suitable residential space and the right aptitude for hospitality, homestays can serve as a profitable avenue for supplementary income, while also fostering cultural exchange and contributing to the growth of tourism in the region.

In view of the above, the proposal to introduce incentives and issue standardized guidelines for the registration and promotion of Homestay Establishments in Mahe, has been under active consideration. This initiative aims to encourage local participation, ensure quality benchmarks, and strengthen Mahe's position as a preferred boutique tourism destination.

## **Resolution**

After due consideration, Tourism Department, Government of Puducherry is pleased to announce incentives and guidelines for registration and for classification of Homestay Establishment for Mahe region.

### **1. Title ,extension and commencement-**

- (1) This scheme may be called Incentives and Guidelines Policy for Registration of *Virunnu Veedu* Establishment.
- (2) It shall be applicable in the entire region of Mahe, UT of Puducherry.
- (3) This scheme will come into force from the date of issue of this Government Resolution.

### **2. Definitions:-**

In this scheme, unless context otherwise requires:-

- (a) “**Applicant**” means the owner of the establishment who applies for registration as Homestay Establishment under this scheme.
- (b) “**Tourist**” means a person who pays for staying in a Homestay Establishment.
- (c) “**Form**” means the form appended to this scheme.
- (d) “**Virunnu Veedu Establishment** ” means a place where the owner of the establishment along with his/her family is physically residing in the same establishment. There any tourist can stay on payment for boarding and lodging and such accommodation is recognized as such by Regional Administrator, Mahe, UT of Puducherry.

### **3. Registration:-**

- (1) Home-owners who, together with their family, inhabit the same premises, which must be their principal place of residence. Only those residential houses which exists before 31<sup>st</sup> March, 2025 will be eligible under this scheme. Such home owners intending to use their residential premises as Homestay Establishment for providing accommodation where a tourist stays on payment for boarding and lodging shall apply in from ‘A’ for registration of the establishment and for renewal in form ‘D’ to General Manager, Regional Administrator of Mahe, UT of Puducherry Office of the Regional Administrator, Government House, Mahe.
- (2) On receipt of the application under sub-clause (1) above, the contents of the application will be scrutinized. The presence of facilities and services will be evaluated against the enclosed Checklist. Checklist will have to be duly filled in and signed on all pages and submitted along with the application. On satisfactory receipt of all required documents, an inspection visit will be

arranged by qualified agency appointed by Regional Administrator, Mahe, UT of Puducherry.

- (3) The inspection team will submit their inspection report to the Regional Administrator. A letter confirming eligibility will be issued by Managing Director, Tourism Corporation and Regional Administrator of Mahe, to home-owners who qualify at the screening stage. Only when the Registration Certificate has been received may the home- owner commence business operations.
- (4) Police Verification Certificate of the establishment is required and the form and he shall issue a certificate in Form “B”.
- (5) The Tourism department reserves the right to accept or reject any application.
- (6) Any person aggrieved with the order or letter of Regional Administrator or Tourism Corporation, UT of Puducherry may appeal before the Secretary (Tourism), within thirty days and the decision of the Secretary (Tourism) thereupon shall be final.

#### 4. Fees for Registration

- (1) Along with the application, the applicant shall pay the fees on the following scales, namely:-

| S.No. | Name of category                     | Amount of fees (in Rupees) |
|-------|--------------------------------------|----------------------------|
| 1     | Silver -Heritage/ Staycation/ Family | 1000/-                     |
| 2     | Gold - Heritage/ Staycation/ Family  | 2000/-                     |

- (2) Fees shall be paid in the form of a banker’s cheque or Demand Draft issued by Scheduled bank payable to Tourism Corporation , UT of Puducherry ”.

#### 5. General condition of registration

The accommodation of the Residential premises to be registered under this scheme as Homestay Establishment shall confirm to the following conditions, namely:-

- (1) That the residential premises are purely residential units and the owner is physically residing therein along with his or her family;
- (2) That the owner shall let out not less than one room and not more than six rooms to paying guest consisting of twelve beds in all;
- (3) That the bedroom has an adequate numbers of bathrooms and adequate arrangement for water, power supply, proper ventilation and lighting, suitable furniture, sanitation facility and other facilities.
- (4) That the premises are in a good state of maintenance and have the required standards of hygiene, cleanliness and safety including fire safety;

- (5) That the premises are having adequate parking facility either within the same premises or in the vicinity;
- (6) That the premises should be located in an area easily accessible.
- (7) The premises should be good residential properties in good locations where tourists can comfortably stay.
- (8) That the premises have been considered by a classification committee for registration as an establishment as Silver or Gold category (Heritage/ Staycation/ Family); and
- (9) Any other condition which the Tourism Department and Regional Administrator of Mahe, may impose, from time to time shall be applicable.

**6. Classification committee**

- (1) There shall be a classification committee constituted for recommending classification of the establishment, consisting of the following: -

|   |                     |
|---|---------------------|
| Managing Director, Regional Administrator / Tourism Corporation ,<br>Puducherry | Chairman            |
| General Manager, Regional Administrator / Tourism Corporation,<br>Puducherry    | Member              |
| Faculty of Institute of Hotel Management  | Member              |
| Nominee of Hotel & Restaurant Association, Mahe, UT of Puducherry               | Member              |
| Manager, Hotels, Regional Administrator / Tourism Corporation<br>Puducherry     | Member<br>Secretary |

- (2) The committee shall classify the establishment as under Silver or Gold (Heritage/ Staycation/ Family) category depending upon the features and amenities available there in.

**7. Category of establishments**

On basis of the checklist given in the Schedule A, the classification committee shall give its recommendation for categorization of the establishment as Silver or Gold category with Heritage/ Staycation/ Family theme.

**8. Issuance of certificate of registration**

Whenever any establishment is approved by Managing Director, PTDC / Regional Administrator for registration under this scheme, he shall issue a certificate in Form “C”. The certificate shall be issued for a period of two years duration in the first instance and shall be renewable thereafter, for every two years on payment of fees laid down in this scheme for registration.

**9. Power to inspect**

Managing Director, PTDC / Regional Administrator, Mahe may, either himself / herself or by authorizing any officers or staff subordinate to him in this behalf, inspect, at all reasonable times, the premises of the establishment registered under this scheme. Any deficiencies pointed out by PTDC / RA Mahe shall be rectified by the unit. If deficiencies are not rectified, Regional Administrator / PTDC of Puducherry shall give notice to rectify deficiencies within 30 days from the date on which notice is received by the Homestay owner. If deficiencies still are not rectified, Managing Director, PTDC / Regional Administrator, Mahe shall cancel the sanctioned registration and classification of the said unit. The unit may file an appeal with the Secretary (Tourism), within 30 days from the date of order or letter of Managing Director, PTDC/ Regional Administrator, Mahe received by the unit.

**10. Other provisions**

- (1) The classified units shall always maintain the required standards. Regional Administrator / PTDC of UT of Puducherry could inspect the premises at any time without prior notice.
- (2) The unit shall have to necessarily display charges of room, dinner, lunch, breakfast and levied accordingly. The type of breakfast to be offered will have to be specified, the charges will have to be displayed, and the visitors will have to be informed in advance.
- (3) Any changes in the facilities of the Homestay Establishment will have to be informed to Regional Administrator / PTDC of UT of Puducherry Limited within 30 days. If any violation of this comes to the notice of Regional Administrator / PTDC of Puducherry then the classification will stand withdrawn/ terminated.
- (4) Registration will be finalized within 30 days of the application being made to Regional Administrator , Mahe / PTDC UT of Puducherry, given that the application is complete in all respects.

**11. Homestay Establishment shall follow** prevailing rules and Regulations of the Government of UT of Puducherry.

**12. The Homestay Establishment shall benefits as under:**

| S.No | Incentive                    | How it Helps   |
|------|------------------------------|--|
| 1    | Exemptions on tax            | shall be exempt from Luxury Tax and Value Added Tax                              |
| 2    | Subsidy on Upgradation Costs | Partial reimbursement for room renovation, clean toilets, fire safety kits, etc. |
| 3    | Property Tax Rebate          | Offer a 25–50% rebate on property tax for registered homestays.                  |

|   |  |   |
|---|--|---|
| 4 | Electricity/Water Tariff Subsidy         | Special "Tourism Homestay Tariff" (lower than commercial rates / or domestic rates.   |
| 5 | Registration Fee Waiver and Priority     | Registration fees will be waived for Ex-Servicemen, Persons with Disabilities, SHG members, and unemployed women. These applicants will be given priority when applications exceed available slots. |
| 6 | Low-Interest Loans / Microcredit         | Tie-up with banks/cooperative societies for homestay improvement loans.   |
| 7 | One-time Homestay Start-up Grant         | For first 50 certified homestays to boost early adoption.   |
| 8 | Free Short-term training on registration | For marketing guidance and sustainable business support   |

This issued with the concurrence of Department of Tourism and Finance Department on the even number file of this Department.

By order and in the name of the Governor of Puducherry

**Secretary (Tourism)**

Copy to;

1. Secretary to Hon'ble Governor of Puducherry
2. Secretary to Hon. Chief Minister
3. Personal Secretary to all Hon. Ministers / Ministers of State
4. Regional Administrator, Mahe
5. All Municipal Commissioners
6. Commissioner, Commercial Tax, Mahe.
7. Commissioner, Entertainment Tax , Mahe
8. Managing Director, Tourism Corporation UT of Puducherry Limited,
9. All Commissioners of Police
10. All Superintendents of Police
11. Principal, Institute of Hotel Management, Puducherry.
12. President, Hotel and Restaurant Association, Mahe.
13. Manager Hotels, Mahe, UT of Puducherry
14. Accountant General , Puducherry
15. Pay and Account Officer, Puducherry

**Form-‘A’**

Application Form for registration of Homestay (*Virunnu Veedu*) Establishment

1. Name of the establishment:-.....
2. Category for which applied (Silver/Gold):- ..... (Heritage/ Staycation/ Family)
3. Name of the person authorized to manage the establishment: -  
.....
4. Complete postal address of the establishment: -  
.....
5. Distance of the Establishment in kms. From:
  - a) Airport :- .....
  - b) Railway Station
  - c) City Centre
  - d) Nearest main shopping Centre
  - e) Nearest bus stand /scheduled city bus stop
6. Details of establishment:-
  - (a) Whether owned or leased premises (enclosed proof of ownership or leased deed in case of lessee)
  - (b) Whether Building Use Permission is duly approved from the local authority on or before 31<sup>st</sup> March,2025:- Yes/No
  - (c) Width of the road on which establishment is located.....
  - (d) Details of parking area available in the establishment or its vicinity  
.....
  - (e) Plot area (sqr. Mtrs)
  - (f) Covered Area (sqr. Mtrs)
  - (g) No. of Rooms in the establishment (Single bed & size of each Room) (Double bed & size of each Room)
  - (h) Number of Rooms (attached with bathrooms and W.C.) offered for use under the scheme.....

- (i) Common area; (give details, in sqr. Mtrs.)
  - (i) Lobby/Lounge .....
  - (ii) Dining space .....

- (j) Additional facilities, if any;
- (k) Eco-friendly facilities;
- (l) Firefighting equipment/hydrants, if any

7. Types of food to be provided,-

8. Tariff for rooms :-
- (a) Single bed room .....
  - (a) Double bed room .....

9. Details of fee to be deposited:-  
Banker's cheque or D.D. No. ....& date

10. Details of enclosures supplied with the application  
.....

12. Particulars of owner or authorized person residing in the establishment giving age, profession, family members with their relationship and brief note on the back ground of owner or representative.

(Attach check list of facilities available in the establishment as per Schedule 'A')

## SCHEDULE A

Check list for approval of registration or renewal of the Homestay *Virunnu Veedu* Establishment.

| Sr. No. | Subject / facility   | Silver establishment | Gold establishment | Certification by the establishment regarding the facilities Yes/No | Observation of the classification committee |
|---------|--|----------------------|--------------------|--|---|
| 1       | Building Use for Permission for residential houses on and before 31 <sup>st</sup> March, 2025  | M                    | M                  |  |   |
| 2       | Well maintained and well equipped house with quality carpets/Area rugs/Tiles or Marble Flooring, Furniture, Fitting etc. in Keeping with traditional life style.           | D                    | M                  |  |   |
| 3       | Sufficient parking with adequate road width.   | D                    | M                  |  |   |
| 4       | Guest Rooms:<br>Minimum one lettable room and maximum 6 rooms (12 Bed). All Rooms should be clean , airy, pest free, without dampness & with outside window or ventilation | M                    | M                  |  |   |
| 5       | Minimum Floor Area sq. ft. for each room   | 60                   | 120                |  |   |
| 6       | Comfortable bed with good quality linen & bedding preferably of Indian design  | M                    | M                  |  |   |
| 7       | Attached private bathrooms with every rooms along with toiletries  | D                    | M                  |  |   |
| 8       | Minimum Size of each bathroom in Sq. ft.   | 20                   | 40                 |  |   |
| 9       | W.C. Toilet to have a seat & lid toilet paper  | D                    | M                  |  |   |

|    |   |   |   |  |  |
|----|---|---|---|--|--|
| 10 | 24 hours running hot water & cold water with proper sewerage connections                              | D | M |  |  |
| 11 | Water saving taps and showers   | D | D |  |  |
| 12 | Well maintained smoke free, clean, hygienic, pest free kitchen  | D | M |  |  |
| 13 | Dining area   | D | M |  |  |
| 14 | Good quality cutlery and crockery   | M | M |  |  |
| 15 | Air-conditioning and heating depending on climatic conditions with room temperature                   | - | M |  |  |
| 16 | Iron with iron board on request   | D | M |  |  |
| 17 | Internet connection   | D | M |  |  |
| 18 | 15 amp earthed power socket in the guest room   | M | M |  |  |
| 19 | Telephone with extension facility in the room   | D | M |  |  |
| 20 | Wardrobe with at least 4 clothes hangers in the guest room.   |   | M |  |  |
| 21 | Shelves or drawers in the guest room.   | D | M |  |  |
| 22 | Complimentary aqua guard or RO or mineral water   | M | M |  |  |
| 23 | Good quality chairs, working tables and other necessary furniture                                     | D | M |  |  |
| 24 | Washing Machines and drycleaners in the house with arrangement for laundry and dry cleaning services. | D | M |  |  |
| 25 | Refrigerator in the room  | D | M |  |  |
| 26 | A lounge or seating arrangement in the lobby area   | D | M |  |  |
| 27 | Heating and cooling to be provided in enclosed public area.   | D | M |  |  |

|    |   |   |   |  |  |
|----|---|---|---|--|--|
| 28 | Garbage disposal facilities as per Municipal laws   | M | M |  |  |
| 29 | Acceptance of cash or banker's cheque or D.D.   | M | M |  |  |
| 30 | Name, address and telephone number of doctors (to be deployed.)   | M | M |  |  |
| 31 | Left luggage facilities   | M | M |  |  |
| 32 | Assistance with luggage on request  | D | M |  |  |
| 33 | Safe keeping facilities in the room   | D | M |  |  |
| 34 | Smoke and heat detector in the establishment.   | D | D |  |  |
| 35 | Security guard facilities   | D | M |  |  |
| 36 | Maintenance of register for guest check-in and checkout records, including passport details in case of foreign tourist/ in case of application for renewal. | M | M |  |  |

\* 'M' stands for mandatory

\* 'D' stands for desirable

## Category-Specific Requirements

### 1. Heritage

*(Traditional architecture / cultural experience)*

1.  Age Certificate (proof property is 50+ years old).
2.  Conservation compatibility (no harmful alterations).
3.  Heritage elements preserved (roof tiles, pillars, façade).
4.  Cultural storytelling/history (host knowledge).
5.  Traditional décor and hospitality elements.

## **2. Staycation**

*(Remote working amenities)*

1.  Dedicated workstation / writing desk.
2.  High-speed internet (Minimum 50 Mbps).
3.  Power backup arrangements (UPS/inverter).
4.  Ergonomic seating.
5.  Noise-controlled environment.
6.  Printer/Scanner access (optional).

## **3. Family**

*(Family-friendly atmosphere)*

1.  Minimum 2 guest rooms.
2.  Child-safe environment (no exposed wiring, safe railing).
3.  Kid-friendly amenities (books/toys on request).
4.  Family dining space.
5.  First aid preparedness for children.

Note- The grading in the various categories will depend on the features, quality of accommodation, facilities, and services provided. The committee may relax certain conditions based on local requirements and contextual feasibility.

**Verification**

I .....son or wife or daughter of  
Mr./Miss/Mrs.....  
..... do hereby verify that the information provided above is true  
to the best of my knowledge and the documents are authentic.

**Signature of the owner of  
establishment**

**Place ..... Date**

.....

**Form –‘B’ Police verification**

This is to certify that Mr./ Miss/ Mrs .....  
.....son/wife/daughter of  
.....residing at  
.....address.....  
.....Since... .. years..... And  
applying for registration of Homestay (*Virunnu Veedu*) Establishment under the Homestay  
Establishment Scheme, bears a good reputation and there is no adverse remarks and entries made  
against him or her or any members of the family at this Police Station.

**Signature of Police Inspector of  
concerned Police Station**

Date :

Place :

**Form – ‘C’ Certificate of Registration**

It is certified that house  
.....Owned by Mr./ Miss/ Mrs  
..... is registered for (number of rooms) for Gold or  
Silver (Heritage/ Staycation/Family) category Virunnu Veedu Scheme.

This certificate is issued on ..... And shall remain valid  
till .....

Managing Director Regional  
Administrator / Tourism  
Corporation of Mahe, UT of  
Puducherry Limited

Date :

Place :

**Form- 'D'**

**Application for Renewal of Registration of Homestay (Virunnu Veedu) Establishment Scheme**

To,  
Regional Administrator  
Tourism Corporation  
UT of Puducherry

Sir,

I hereby apply for renewal of certificate of Registration of this Scheme. Brief details are as under.

1. Name of the establishment.-(with complete address)
2. Date of registration with date of validity. (enclose copy of certificate of registration)

As the period of validity of the registration certificate is expiring on ....., so I request that the said certificate may be renewed for a further period of two years on the term and conditions as laid down under this Scheme. [check list of the approved existing accommodation and facilitation is enclosed as per schedule of the said scheme].

I enclose herewith Banker's Cheque or Demand Draft No.

.....

Dt. .... For Rs. .... payable to ' Regional Administrator / Tourism Corporation of Mahe, UT of Puducherry Limited ' as renewal fee.

**Signature of owner of  
establishment**

Date :

Place :

**Format for undertaking**

To,  
General Manager  
Regional Administrator / Tourism Corporation of Mahe, UT of  
Puducherry Limited. Udhayog Bhavan, GH-4,  
Gandhinagar.

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration or renewal of the Homestay (*Virunnu Veedu*) Establishment and hereby agree to abide by me. The information and documents provided are correct and authentic to the best of my knowledge.

(.....)

Name and signature of owner of the Establishment.

Date

Place

# MAHE TODAY

- ✓ Short Visits
- ✓ Low Tourism Spending
- ✓ Limited Structured Attractions
- ✓ Fragmented Tourism Products
- ✓ Limited Employment Impact

# MAHE 2035

- ✓ Model for Sustainable Coastal Tourism Destination
- ✓ Cluster-Based Sustainable Tourism Destination
- ✓ Experience-Led & Heritage-Integrated Tourism Economy,
- ✓ Extended Length of Stay (2-3 Days Average)
- ✓ Vibrant Waterfront, Riverfront & Cultural Corridors
- ✓ Wellness, Ayurveda & Lifestyle Tourism Hub
- ✓ High-Value Visitor Economy with Strong Local Livelihoods

