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Section 1: Project Profile

About Mandvi

*Mandvi* is a city and a Municipality in Kutch district in the Indian state of Gujarat. It was once a major port of the region and summer retreat for Maharao (king) of the Kutch. The old city had a surrounding fort, and remains of the fort wall can still be seen to this day. The city has a more than four hundred year old ship building industry that still manufactures small ships.

1. Geography

*Mandvi* is a port city located at 22.81°N 69.36°E where the Rukmavati River meets the Gulf of Kutch. It is about 56 km south of the regional capital, Bhuj. It is approximately 446 km from the major Gujarati city of Ahmedabad. Because Mandvi has no rail transport, the nearest public airport and train station is Bhuj.

![Map of Mandvi](image)

2. History

- As per chronicles of Kutch Gurjar Kshatriyas - many clans of their community, especially, Gohil, Bhatti, Jethwa, Solanki, Rathod clans & also Visavaria Brahmins shifted to Mandvi in between 15th to 16th Century AD, from Dhaneti.
- The establishment of the town dates back to the late 16th century (1581 AD) and is attributed to the first Jadeja ruler of Kachchh, Rao Khengarji I.
- In 18th century, the Mandvi merchants collectively owned a fleet of 400 vessels trading with East Africa, Malabar Coast and the Persian Gulf. In the early 19th century, it was a major port of entry for the inland trade with Malwa, Marwar and Sindh.
- Mandvi was at the junction of two famous trade routes the maritime spice trade-route and the desert camel caravan route, acting as an important trade centre.
- Mandvi was originally a fortified town having a fort wall of about 8 m high and 1.2 m wide stone masonry. The fort had several gateways and 25 bastions; but at present, most of
the wall has disappeared. The bastion on the southwest is largest and acts as a lighthouse.

- In the heyday of maritime trade, before the arrival of steamboats, Mandvi was a rich and prosperous town, earning four times more revenue from export than import. It was a profit-making center of the Kutch state, surpassing the capital city of Bhuj in terms of wealth. Dr. Manubhai Pandhi, a local social leader, recorded shipbuilding art and collected old documents which is treasured now in Prince of Wales Museum in Mumbai.
- As most of the top ports of India were controlled by Europeans, especially the Portuguese, even the Mughals held the Maharaos of Kachchh in high esteem, as they needed the port of Mandvi for exports, imports and also for pilgrimages to Mecca.
- In decade of 1960, the famous Dabeli is said to be have been invented here by Keshavji Gabha Chudasama (Malam).
3. Demographics

- Mandvi houses a population of about 45,000 people, mainly Brahmkshatriya, Bhatias, Lohanas, Kharvas, Dawoodi Bohra, Muslims (Memon, Khatri, Sumara, etc.) and Jains, Kandoi, Patidar, Mistris.
- Mandvi is a unique town which captures the true Gujarat, Kutchi culture. Mandvi also incorporates the neighboring villages of Nagalpur and Moti Rayan. Mandvi is a town of merchants and seamen, both mutually benefiting from each other.
- Mandvi has the famous Lal Bungalow / Arihant Bungalow Built by Khengarji III. It took 16 years to build this palace, with unique architecture and a lavishing of 55 Rooms and 5 Floors with all Teak Wood Ceilings. Lal Bungalow is now a Heritage Site and currently owned by Sanket Shah.
- Mandvi was one of the towns deeply impacted by the 2001 Gujarat Earthquake.

4. Industries

Most of the industries in Mandvi are small-scale in nature, mainly in the areas of Bentonite mining, edible oil production, fishing, traditional ship building, cotton products and household Bandhani, and food-products like, sweets & farshan production.

5. Points of interest

- Mandvi has a very pleasant climate throughout the year and was a summer retreat of the Kutch maharajas (kings).
- **Vijay Vilas Palace**: The center of attractions at Mandvi is the Vijay Vilas Palace, a Royal abode set in the middle of well-laid gardens with water channels and marble fountains. The architect and craftsmen from Jaipur designed and constructed the palace in 1920 AD. The palace has all the elements of Rajput architecture and draws largely on the plan of palaces of Orchha and Datia. The central high dome on the pillars, the Bengal domes on the sides, the windows with coloured glass, carved stone 'jalis', domed bastions at the corners, extended porch and other exquisitely stone-carved elements, make the palace worth visiting. The Vijay Vilas Palace has its own private beach which offers air-conditioned tented accommodation. Being private with
conditional access it is a must visit for all beach lovers who want to enjoy their solitude and admire its Eco-friendly pristine beauty. For these reasons, this palace has been used as the set in many Hindi films and has now become a popular tourist destination.

- **Mazar-e-Noorani:** Here is the resting place of the 37th Dai-al-Mutlaq (vicegerent) Syedna Noor Mohammad Nooruddin (R.A.) of the Dawoodi Bohra Community, a subsect of Shia Islam. People of Dawoodi Bohra Community come here in large numbers for Ziyarat (a kind of paying tribute).[3][4]

- **Swaminarayan Temple at Mandvi:** This scenic temple is on the main road of Mandvi - Naliya.

- **The Wind Farms Beach and Wind-mills,** which line the horizon of Mandvi, offer a spectacular view from the Mandvi sea-beach. The Wind mills projects running in this beach was Asia's 1st Wind-Mills Projects in 1983.

- **Rukmavati Bridge:** The bridge on the Rukmavati River was built in 1883; it is the longest existing structure of its kind in India today. This bridge was built by Vishram Karman
Chawda of Chandiya belonging to the Mestri community.

- **Topansar Lake**: Sitting in the heart of the city, this lake forms and important landmark.
- **Bandhni Bazaar**: Mandvi is known for the production of its famous Bandhani (tie-dye) and other country crafts.
- **Traditional ship building**: Mandvi is also a 400 year old ship building centre. The ships built here used to sail up to England and return back. Even today, master carpenters build fishing boats by traditional techniques.
- **Shyamji Krishna Varma Smarak**: The smarak (monument) is located near Lohana Mahajan Wadi. Shyamji Krishna Varma was a scholar and freedom fighter. He established India House in Britain to support Indian student going UK for studying, eventually India house become a foreign hub of nationalist activity for freedom of India. Shyamji Krishna Varma was born in Mandvi.
- **Kranti Trith**: The Smarak of Shyamji Krishna Varma was newly built just 3 km away from Mandvi on Mandvi-Dharbudi Road. This is Gujarat's 2nd Kranti Trith.
- **Kasi Vishvanath Beach, Salaya**: This is another beach near Mandvi. It derives its name from a Shiv temple nearby.
- **Mandvi Port**: Mandvi Port is a Port where loading & unloading of ships takes place.
- **Ashapura Mata Temple**: situated in Layja, Mandvi.
- **Rukmavati River**: The famous river in Mandvi, which does a partition between Mandvi City and Salaya.
- **Light House**: Newly contracted Light House for Country Craft Sea Transportation, this structure newly contracted after earthquake.
Project Benefits

Promoting Tourism

Bordered by the Arabian sea, Gujarat’s coastline marks some of the finest beaches of the country and attracts a sea of tourists every year. While places such as Daman and Diu are already flowing with tourism activity, one of the finest beaches of the nation still awaits its turn to be amongst the foremost tourist destinations.

With a vision to introduce Mandvi as a popular tourist destination, the Palm beach resort aims to provide a number of entertainment activities for tourists that are exciting, unique and at par with the best holiday destinations in the world. From water skiing, jet skiing, Para sailing, beach sports, luxurious beach side tents, to gourmet restaurants with global delicacies, the project will be a valuable addition to Kutch tourism. The project’s grand vision of entertainment, coupled with Kutch’s inherent historical significance makes it a unique mix for an ideal tourist destination.

Boost to Local Markets

With thriving tourism we also aim to boost the local industries. Skilled craftsmen will be able to showcase their handicraft to the growing number of tourists giving the overall local markets a tremendous opportunity to flourish. The result will be in the form of much needed revenue to the people and the state.

Employment Generation

The project also aims to create long term employment for the people of Mandvi and its surrounding areas. The result of mass employment will mark a substantial growth in their standard of living. Staffing extensively will also ensure quality of service and maintain the cleanliness of the surroundings. A proposed target of employing at least 30 people is aimed for the first year of the project.

Bollywood Bonus

With fun, adventure and outstanding facilities, we will also bring the dazzle of Bollywood to Mandvi. The resort boasts of its natural landscape and modern convenience and will be an ideal shoot location for Bollywood movies, shows and songs. Bringing star quotient to an already entertainment packed resort will further help in boosting tourism and visitor traffic to Mandvi.

Environmental Measures

Mandvi’s landscape is naturally forested and preserving its natural integrity is our prime focus. To keep the sanctity of natural habitat intact, we have devised strategies to ensure protection of marine ecology, conservation of forests and environmental protection. If at all a tree is cut, a new one will be planted. We aim to enhance the natural surroundings without disturbing the ecological equilibrium of the area.
Objectives of the Project

- Promote professional growth and development opportunities
- Provide a boost to the existing Tourism industry in Kutch
- Increase overall revenue generation amongst local community and thus the overall economy of Gujarat
- Construct environment friendly structures, avoiding permanent construction yet offering a world class ambience and comforts
- Invest in the Gujarat heritage showcasing a fusion of cultural and modern Gujarat to attract foreign and domestic tourists
Section 2: Approach, Methodology & Activity Structure

Approach

The Integrated Design Approach

Each design objective is significantly important in any project, yet a truly successful one is where project goals are identified early on and held in proper balance during the design process; and where their interrelationships and interdependencies with all building systems are understood, evaluated, appropriately applied, and coordinated concurrently from the planning and programming phase. A high-performance building cannot be achieved unless the integrated design approach is employed.

Design Objectives of Whole Building Design

Energy efficiency

Proposed buildings would include measures to reduce energy consumption, buildings built primarily with natural material will have a lower embodied energy than those built primarily with brick, concrete, or steel.

Materials efficiency

Building materials typically considered to be 'green' include natural material, rapidly renewable plant materials like bamboo and straw, dimension stone, recycled stone, recycled metal and other products that are non-toxic, reusable, renewable, and/or recyclable.

Operations and maintenance optimization

No matter how sustainable a building may have been in its design and construction, it can only remain so if it is operated responsibly and maintained properly. Ensuring operations and maintenance (O&M) personnel are part of the project's planning and development process will help retain the green criteria designed at the onset of the project.

Waste reduction

Eco friendly construction also seeks to reduce waste of energy, water and materials used during construction. Well-designed buildings also help reduce the amount of waste generated by the occupants as well, by providing on-site solutions such as compost bins to reduce matter going to landfills.

Methodology & Activity Structure

Stage 1: Project Initiation

1. Team Mobilization

The project team would be mobilized for the successful progress of the project. The list of key personnel included in the project team shall be as per the need of the project including various experts at all levels.
2. Reconnaissance Survey

This section will be characterized by an initial understanding of the project area by the means of a preliminary survey of the project area.

The survey shall be conducted along the major transportation & development corridors in order to understand the varying spatial patterns. This will help the project team identify distinctive ecological, economic, spatial significance of various potential development zones within the project area. Identification of recent developments in the last 4-5 years would be the major aim of the task. This will help in assessing the trend of development in the region in the last 5 years and connection of the same with the upcoming project.

Stage 2: Existing Situation, Survey & Data Collection

1. Socio Economic Analysis:

In order to understand the characteristics and growth dynamics of the project. Any development in an area directly or indirectly affects the people residing or working in the area. The demographic and socio-economic profile would help in understanding the same.

2. Land type and locational aspects:

Surveys of land type and land potential is very necessary to understand the structure of the land and carrying capacity. Locational aspects are necessary to determine how the good location would help in further development and tourist attraction to the project.

3. Existing Infrastructure Assessment

Mapping (the location and path) of the existing available infrastructure within and around the project area like: power lines, roadways/ railways, Water Storage Areas, Surface Water Supply Network, Sewage Treatment Plant (STP), Common Effluent Treatment Plant (CETP), etc.

4. Data Required from Government

- Land and ownership details
- Land transferring mechanism, land will be available on lease or on sale
- Support and guidance for land procurement
- Cost of land procurement for Palm Villa Resort
Stage 3: Concept Plan & Project Proposal

Conceptual Plan and proposed Activities

- Proposed Site and approaches

Site is located just 1 Km. form the Mandvi beach site and covered with lush green landscape all around. Also there is proposal to provide connectivity to the beach and provide cottages in to the sea.

Site is just 1 Km. away from the road and NH 8A connecting to the road on the north, so the connectivity to the site can be provided through this road.

On the southern and part of the site there is layer of dense vegetation, through which there is a possibility to provide pathway reaching to the sea beach, the alternate way to reach the beach is providing parallel pathway to the dense vegetation as shown in the image above.
As site is almost 2 Kms. Away from Mandvi village the ecological value of the village will not be disturbed through the development, and such development will be value addition the the area in terms of economy and tourism development.

To have site with such ideal location, with good connectivity, nicely located in to the serene nature on beach side has lot of potential for luxurious beach resort development and will boost tourism of the place and also will help in local economy with generating lot of direct and indirect employment.

- Activity Placement and Conceptual Layout

The activity is a place looking at site context and the conceptual bubble diagram is made to understand the feasibility and workability of the activity on the site. Various activities like Landscape, Amusement Park, Resort facilities, Luxurious Tents, Water tents and water Sports, Outdoor Sports etc placed on the site with basic understanding of the activity relation and connecting corridors one activity to the other. Also while designing the site relation to the surrounding and also phase wise development is kept in mind.

Site relation to the surrounding green areas and connectivity to the proposed Water Villas and sea beach is also worked out.
• Final layout

Working in details to the conceptual layout keeping all the requirement of the proposed Palm Beach Villa the final layout is worked out to meet the client’s requirements.
• Proposed activities of the Project

  ➢ International Standard Resort

A structure was designed to simulate a modern-style villa, with ocean view galleries. Distinctive fountains, pools and landscaping accentuate the lush green garden environment. The conference center, entrance and lobby. The resort provides dramatic ocean views from guestrooms, suites and meeting areas.

**AMENITIES** Full-service spa; retail-shopping plaza; meeting and banquet areas including ocean view ballroom; conference center; ocean view courtyard; direct beach access via connected pedestrian bridge; elegant restaurants; multi-specialty restaurant

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➢ Luxurious Beach Side Villa Tents

The Beach Villas are individual villas hidden within the abundant vegetation, yet only a few steps away from the beach. These villas face the lagoon side of the island and feature king-sized four-poster beds, expansive wooden decks at the front with daybed and sunloungers. The Beach Villas also include semi-open air bathrooms with outdoor rainfall shower.
Water Villas

These magnificent villas are also built on stilts and sit directly over the lagoon, close to the house reef with its colourful myriad of marine life. The villa features an airy bedroom with king bed and a spacious bathroom with twin vanities and rainfall shower. The villas also include an oversized two-tiered sundeck with your jacuzzi, sunloungers and sun umbrella. The wooden deck outside faces the aquamarine lagoon and lets you step directly into the crystal clear waters. How much closer to the water can you be? Enjoy panoramic views of the Arabian Sea with a bubbly drink in hand, and your favourite tunes playing the background.
Water Villas Construction
➢ **Amusement Park**

Amusement & Water Park having numerous thrilling amusement and water waves and slides accompanied with lush green lawns would be the part of project. Situated in a scenic land with exclusive Rides, which brings the world of fun & thrill. Water Park w in which always lies the never-ending fun & masti.

➢ **Lush green Landscape**

Take in the fragrance of a life that is away from the cacophony of a busy city life. Spend your evenings taking a leisurely walk in the beautifully landscaped parks. Spend quality time with your dear ones in the gardens or choose to be with yourself by the sea side.
➤ Water Sports

You can enjoy a wide variety of water sports and beach activities. The water temperatures are 26-28 degree all year round. Its true paradise for all type of water activities. Water Sports Centre can provide you with a whole range of activities like Sailing, Wind Surfing, Water Skiing, Jet Skiing, Snorkelling, Para Sailing etc.
➢ Beach Sports & Activities

A brunch of beach sport activities including volley, speed Minton, beach tennis and swimming.

➢ Multi Cuisine Restaurant

A feast for your eyes, soul and taste buds, the restaurant would offer you inspired culinary creations to be enjoyed with tempting flavors and enchanting aromas that melt into delectable cuisines in our dining choice, set amidst inspiring setting and surrounding.

Grand and impressive is specially designed to stir the senses with international flair and to entice your palates.

The restaurant offers a truly distinctive atmosphere, perfect for any occasion. Palate includes flavours from traditional south and north Indian to across the sea Chinese and Italian. Enjoy the Luxuries here.
Craft Area

A shopper’s delight, the resort’s beguiling bazaars sell a wide variety of world renowned Kutch handicrafts.
Development Phases

Palm Beach Resort is scheduled to launch in 4 strategic phases:

- **Phase 1: Investment approximately Rs. 10 Cr.**
  Immerse yourself in picturesque sunset of Mandvi, while nestled in the luxurious beachside tents which are the initial highlight of the project’s grand vision. In addition to the cozy tents, the vibrant shaping of Mandvi, gourmet restaurants to attract and indulge visitors.

- **Phase 2: Investment approximately Rs. 50 Cr.**
  We will have the perfect destination for a perfect wedding. Adorable with beautiful natural landscaping, the lawns of Palm Beach Resort will offer plenty of space to plan the dream wedding. We will also offer a wide range of beautiful decoration themes, an extensive multi cuisine menu and an array of services that can add a personal touch. Further addition to the tent city would be done in accordance with the developed resort and luxurious tents in 1st and 2nd phase. Also the fully facility and management would be provided for grand parties and corporate gatherings.
• **Phase 3: Investment approximately Rs. 50 Cr.**

A luxurious resort with ample guest capacity, a tranquil spa, banquet hall, theatre and a fully equipped gym are just some of the highlights designed to take the project to the next level. Pamper yourself after a thrilling day at the beach with a massage, or simply pump up your adrenaline for adventures ahead, we offer the perfect dwelling place for a time for fun, energy and relaxation. With introduction of more facilities, we also expect to see a rise in Mandvi’s tourist traffic. Water Villas will also be a part of this Phase.

• **Phase 4: Investment approximately Rs. 70 Cr.**

Watch the children scream with joy as Palm Beach Resort completes its journey with the introduction of a grand Amusement Park. Host birthdays, picnics or simply drive up for a day or more of fun and entertainment.

Over all landscape and final shaping of the project will be done in 4th phase.

There is something for everyone at Palm Beach Resorts.
Final layout with all the phases developed.
Company Profile

Palm Beach Villas is a real estate company based out of the resilient soils of Bhuj, Gujarat. Founded with the vision of developing world class infrastructure and paving glorious landscapes, we have been providing an array of real estate services that include consulting for civil projects, sale & purchase of land as well as developing elaborate tourism projects. Staffed with a passionate team, we work constantly to ensure implementation of all the required protocols to enhance the quality of our service.

We consider community involvement a vital part of our business and are proactively involved in corporate social activities such as extending financial aid to patients and offering scholarships to students. It is our goal to foray ourselves as a leading infrastructure company that synchronizes growth with national development.

Palm Beach Resort

Project Site:
Palm Beach Resort
R.S. No. 241, Vijay Villas Palace Road, Mandavi- Kutch (Gujarat) India

Project Developer:
A Palm Beach Villa Consortium Initiative

Project Consultant & Inquires:
Kalakruti Engineers – Bhuj, info@kalakrutibhuj.com, M: +91 98252 29199

Disclaimer: The illustrations depicted herein are an artistic vision of the proposed project and are in no way to be construed, confused or otherwise admitted as finalized or proposed architectural or strategically engineered project plans.