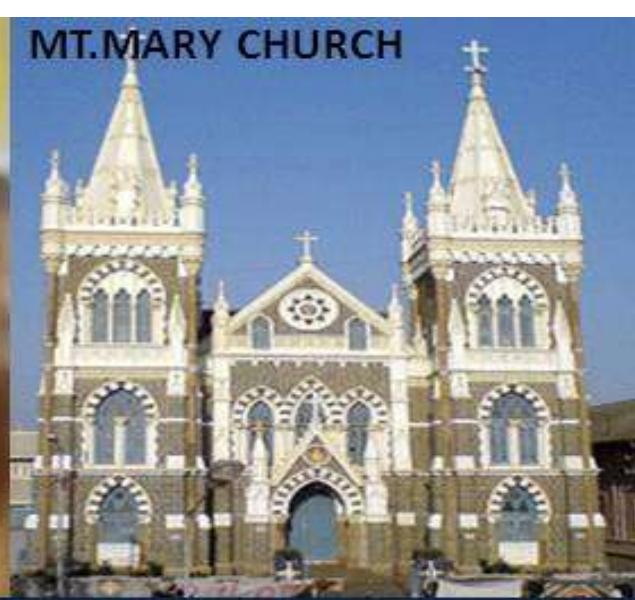




LOCAL TRAINS

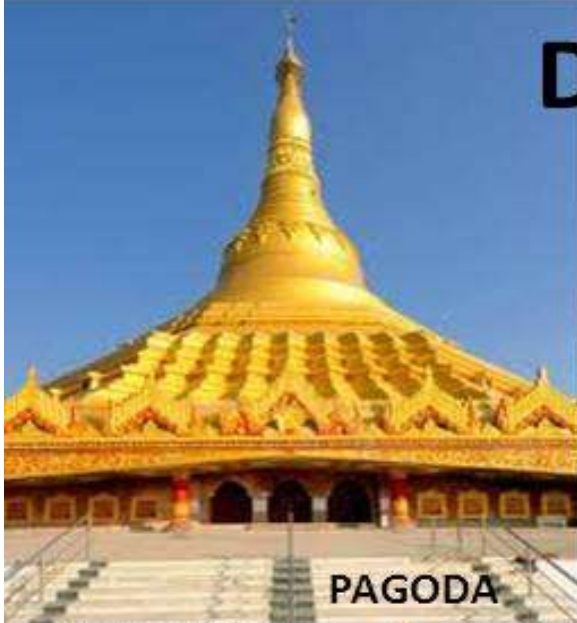


MT.MARY CHURCH

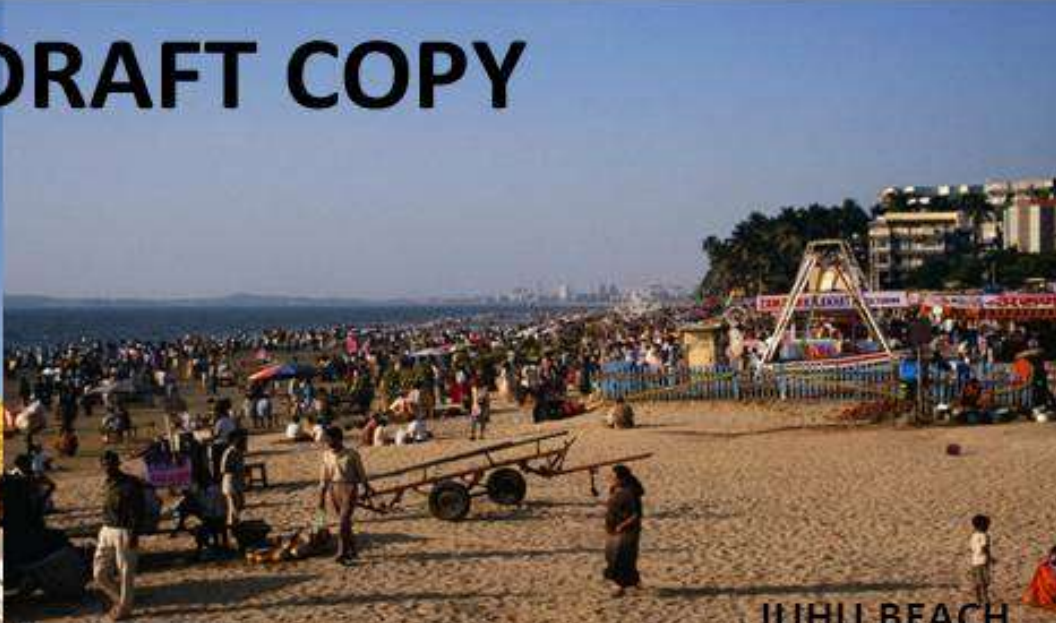
Tourism Development Plan

MUMBAI SUBURBAN

DRAFT COPY



PAGODA



JUHU BEACH



BOLLYWOOD



GANESH VISARJAN

Tourism Development Plan

MUMBAI SUBURBAN

Draft Copy

A Report on the Assessment of Tourism Projects in Mumbai
& Proposed Interventions

Prepared by:



Fortress Infrastructure Advisory Services

Submitted to:



Maharashtra Tourism Development Corporation

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SECTION I

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EXECUTIVE SUMMARY

Mumbai, the capital of Maharashtra is the gateway to Modern India. It has a vibrating and pulsating life. A confluence of varied cultural currents and cross currents has given Mumbai a unique position in the group of multi - ethnic cities in the world. The city, formerly known as Bombay lies on the Konkan coast of Western India. It boasts of being the Financial, Commercial and Entertainment Capital of India and has a principal port on the Arabian Sea.

Tourism is one of the most essential factors in the development of Mumbai. The Cosmopolitan culture of Mumbai offers its tourists multi religious spots like Mumbai Devi Temple, Siddhivinayak Temple, Haji Ali Mosque, Mt. Mary's Church and many more. The city also has several historical monuments like Gateway of India, Elephanta Caves, Kanheri Caves etc.

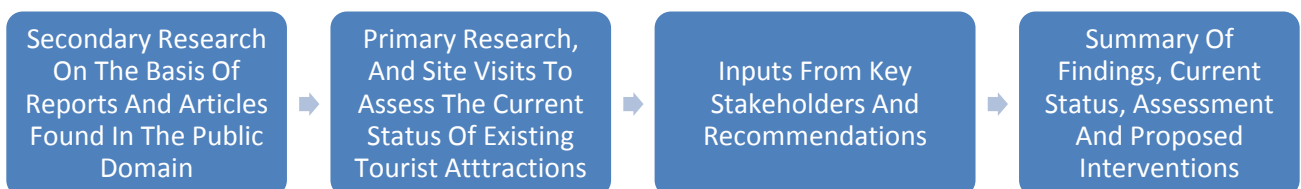
It is one of the few cities in the world that can offer a unique tourist experience in terms of:

- *History and heritage*
- *Eco- Nature Tourism- Home to the World's Largest National Park in an Urban Area*
- *Water fronts and beaches*
- *Art/Culture – Performing Arts – Theatre and Cinema*
- *Diverse Cuisines*
- *Amalgamation of Multiple Religions*
- *Tourism Experience by Night – A Safe and vibrant experience anytime*

Fortress Infrastructure Advisory Services, a division of Fortress Financial Services Ltd has been appointed by the Maharashtra Tourism Development Corporation (MTDC) for 'Assessment and Preparation of a Detailed Report for the Development of Various Tourism Projects in Mumbai'.

Approach & Methodology

The broad approach and methodology followed for study of this project has been depicted graphically below:



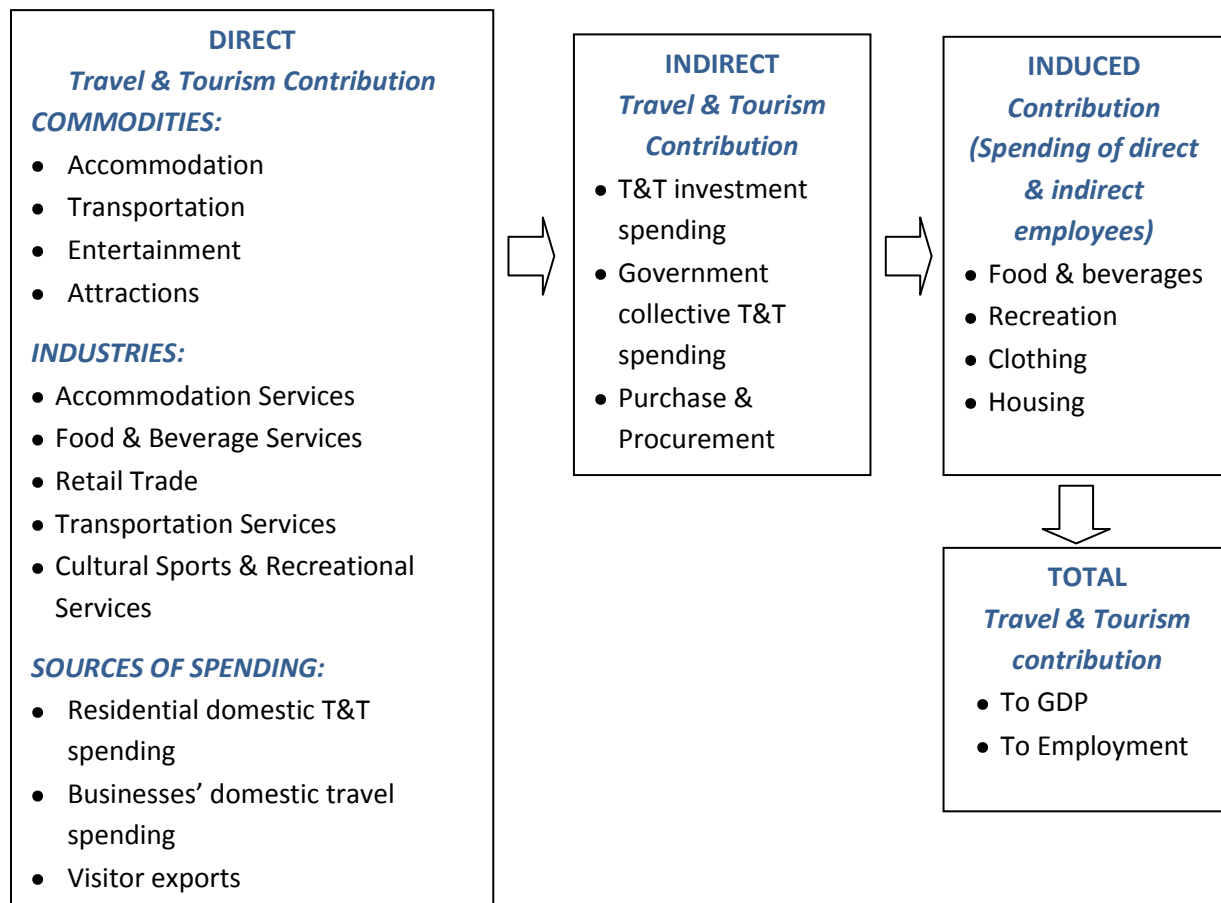
OVERVIEW OF TOURISM

An overview of the importance of the tourism industry; an emerging sector full of promise in the near future.

The World Tourism Organization defines Tourists as “people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. With economy prosperity and growth coupled with high disposable income, globalization, and increase in standard of living; more freedom has been given than ever before to people, to travel around, which continues to fuel growth. Travel and tourism has also been a major contributor to growth in other sectors like hospitality, health care, travel operators, retail etc. Similarly, growing international trade – particularly from emerging markets – will sustain business travel demand. Nations have started understanding the importance of tourism’s contribution to the national economy and from recent years, the sector has been receiving high importance.

The diagram below, gives a wider impact of direct and indirect contributions and industries impacted by tourism industry, contributing to nations’ economy and welfare.



A GLOBAL SCENARIO

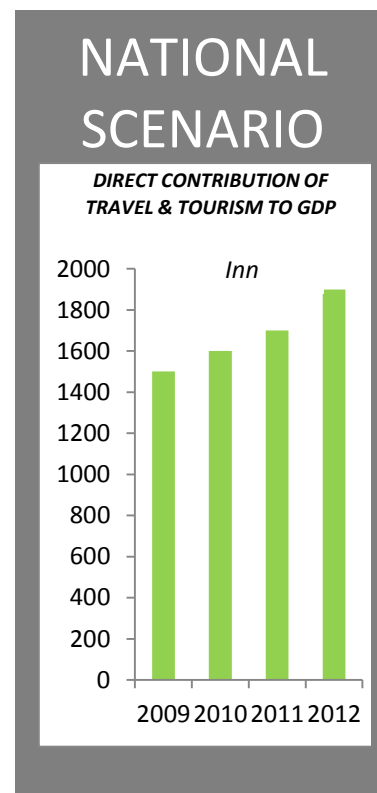
Present contribution of tourism sector to global economy along with anticipated contribution in coming years.

- 9% to global GDP – 2011
- Expected to rise to 10% in coming years
- Annual growth rate – 4%
- By 2022, 1 of 10 jobs will be in the Tourism sector
- Will be key economic driver in coming years

- In 2011, Tourism contributed 9% of global GDP or a value of over US\$ 6 trillion and accounted for 255 million jobs.
- Over the next ten years this industry is expected to grow by an average of 4% annually, taking it to 10% of global GDP, or approx. US\$10 trillion.
- By 2022, it is anticipated that Travel and Tourism will account for 328 Mn jobs i.e.1 in every 10 jobs in the world.
- 2011 was one of the most challenging years ever experienced by the global Travel & Tourism industry. However, latest research by World Tourist Council suggests that, despite political upheaval, economic uncertainty and natural disasters, the industry's direct contribution to world GDP grew by nearly 3% to US\$ 2 trillion and directly generated 1.2 million new jobs.
- This was supported by a 3% increase in visitor exports to US \$1.2 trillion, with almost 3% growth in capital investment, which rose to over US\$0.7 trillion.

CONTRIBUTION OF TOURISM SECTOR TO INDIA'S GDP AND EMPLOYMENT.

- The direct contribution of Travel & Tourism to India's GDP in 2011 was INR 1,689.8 Bn (1.9% of GDP). This is forecast to rise by 7.6% to INR1,818.5 Bn in 2012. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). Though, it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.
- The direct contribution of Travel & Tourism to GDP is expected to grow by 7.7% pa to INR3,805.2Bn by 2022.
- Travel & Tourism generated 24,975,000 jobs directly in 2011 (5.0% of total employment) and this is forecast to grow by 3.0% in 2012 to 25,733,500 (5.0% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services(excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.
- By 2022, Travel & Tourism will account for 30,198,000 jobs directly, an increase of 1.6% per annum over the next ten years.



Source: World Travel Council

STATE SCENARIO

MAHARASHTRA

A comprehensive chapter about Maharashtra's present tourism scenario and potential that state has to offer

- Maharashtra has 20.6 % of Investment Of India (Highest)
- Most industrialized and urbanized state of India
- Ranked No. 1 in terms of number of foreign tourist visiting India
- Wide range of tourist offerings.



- Maharashtra has immense tourist potential, which is currently underutilized. Though, the number of tourists visiting Maharashtra is one of the highest in India, very few tourists actually stay in the state. Maharashtra is mainly used as an entry and exit point to other destinations.
- Maharashtra had total tourist arrivals of 60.14 million tourists in 2011, of which 55.33 million were domestic and 4.81 million were foreign tourists .In the domestic scenario, Maharashtra accounted for a mere 3.95% of the arrivals in India and was ranked seventh.

Rank	States/UT	Foreign Tourists Visit in 2011	
		Number	(%) Share
1	Maharashtra	4815421	24.7
2	Tamil Nadu	3373870	17.3
3	Delhi	2159925	11.1
4	Uttar Pradesh	1887095	9.7
5	Rajasthan	1351974	6.9
6	West Bengal	1213270	6.2
7	Bihar	972487	5.0
8	Kerala	732985	3.8
9	Karnataka	574005	2.9
10	Himachal Pradesh	484518	2.5

Maharashtra Tourism policy 2006:

The policy plans to boost projects in the Private Sector, State Public Sector/Joint Sector and the Co-operative Sector. It aims to

- Encourage Private Partnership
- 5% Reservation of the annual Infrastructure budget to provide for development of tourism infrastructure
- Promote tourism in the rural and backward areas of the state
- Promote Rural & Eco tourism

Fiscal benefits offered are:

- 50-100% exemption from Luxury Tax
- 100% exemption from Entertainment Tax/Amusement Tax
- 50-100% exemption from Stamp Duty
- Electricity duty will be levied at Industrial rates
- Property Tax shall be charged at Residential Rates
- Special Consideration for mega tourism projects

ABOUT MUMBAI

“The City That Never Sleeps”

- Capital of state, financial capital of the Nation
- Largest city in India, 6th largest metropolis in the world
- One of the most preferred tourist destinations of India
- A global business hub
- Fastest growing economy
- Handles 30% of India's passenger traffic and 40 % of India's international cargo



- Renamed from Bombay, the city pulsates with a rare and potent vibrancy coming from its people. The city is the melting pot of diverse cultures from across India and home for many foreigners.
- Mumbai is one of the biggest urban sprawls in the world. According to Knight Frank Global Cities Survey, Mumbai's prominence as a future city increase by 118 per cent, while that of Shanghai is just 91 per cent, and Sao Paulo 66 per cent, signifying the development pace of the city.
- Though it constituted 0.14 per cent of the total area of the State, it accounts for 8.07 per cent of the population. According to 2011 censuses, Mumbai supports a population of 12,478,447 spread over 603.4 km².

“India's financial capital, **Mumbai ranks first** in housing, city planning, socio-cultural political environment and economic infrastructure in India in the year 2010” –
Source: CII-IFC Livability Index 2010

“**M**umbai is among the ‘**Top 40 cities in the world**’, in terms of economic activity, political power, knowledge and influence, and quality of life.
Source: **The Wealth Report 2010, Knight Frank**

“Ranked at ninth position, **Mumbai is among world's top ten billionaire cities.**
Forbes Magazine 2010

“**M**umbai takes the least number of days to start a Business in India”
Source: **The world Bank study – 2009**

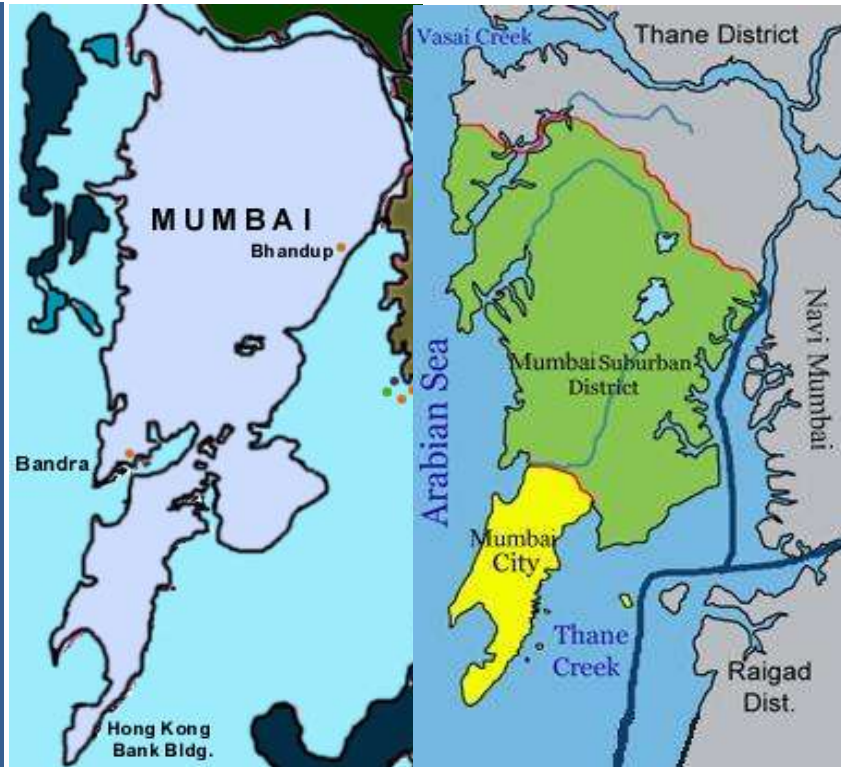
AREA & DIVISIONS

For administrative purposes, Greater Mumbai has been divided into two different districts i.e. Mumbai City & Mumbai Suburbs.

- Total Area: 603.4 Sq.km
- Under MCGM: 437.71 Sq.km
(The rest falls under forests, defense & ports)

Area Under MCGM

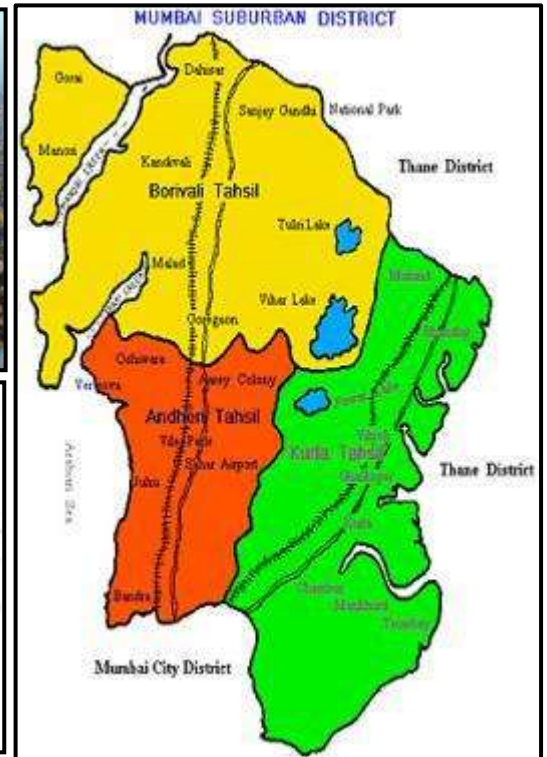
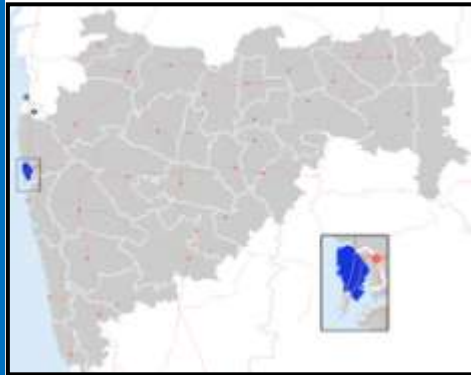
- Mumbai City: 97.56 Sq.km
- Mumbai Suburbs: 374.69 Sq.km



- Prior to 1950 Mumbai included only the Island City (South Mumbai). On April 15, 1950, the municipal limits of Mumbai were extended to incorporate Mumbai Suburban District.
- On February 1, 1957 the Municipal Corporation limits were further extended by transferring a taluka (Borivali) and one village from Thane district to Bombay Suburban district. The current limits of the city have been in existence since 1957.
- As per the Surveyor General of India, the geographical area of Mumbai is 603.4 km². The city extends from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north. The metropolis includes regions such as Defense lands, Mumbai Port Trust, Atomic Energy Commission and Borivali National Park which are outside the administrative jurisdiction of Municipal Corporation of Greater Mumbai (MCGM formerly Bombay Municipal Corporation or BMC).
- Greater Mumbai, the area under the political administration of the (MCGM), has a total area of 437.71 sq. km. The city consists of two distinct regions: Mumbai City district and Mumbai Suburban district, which form two separate revenue districts of Maharashtra. The geographical area of Mumbai Island City District is 157 sq. km. while the area under MCGM is 97.56 sq. km. Mumbai Suburban district has a geographical area of 446.00 sq. km. of which 374.69 sq. km. is under the jurisdiction of MCGM.

MUMBAI SUBURBS

- More than 70% population of Mumbai lives in Mumbai suburbs.
- Jurisdiction of Mumbai Suburban district is from Kurla to Trombay creek, Kurla to Mulund and Bandra to Dahisar.
- Population: 9.3 Mn
- Headquarters: Bandra
- Administrative sub division: Kurla, Andheri, Borivali



- Mumbai Suburban along with Mumbai City district and other suburban communities make up the metropolis of Mumbai on Salsette Island.
- According to the 2011 census, Mumbai Suburban district has a population of 9,332,481, spread over 374.69 sq. km. Mumbai Suburban consists of three administrative sub divisions or tehsils: Kurla, Andheri and Borivali, with its headquarters in Bandra.
- The jurisdiction of Mumbai Suburban district is from Kurla to Trombay Creek, Kurla to Mulund and Bandra to Dahisar.

Mumbai Suburb Classification	
South Central	Chembur, Govandi, Trombay
North West	Jogeshwari, Goregaon, Versova, Andheri, Juhu, Santacruz
North	Borivali, Gorai, Dahisar, Kandivali, Malad
North Central	Vile Parle, Kurla, Bandra
North East	Mulund, Kanjurmarg, Powai, Ghatkopar, Vikhroli, Mulund

FACTS & FIGURES -1.0

- Total Population: 12.47Mn
- Mumbai City: 3.14Mn (25.2%)
- Mumbai Suburbs: 9.33Mn (74.8%)
- Density: 25000/Sq.Km

Distribution of Population in Mumbai (M. Corp), by City and Suburbs, 1981-2011 (%)

Segment/Year	Distribution			
	1981	1991	2001	2011
Island City	39.8	31.9	27.9	25.2
Suburbs	60.1	68.1	72.1	74.8
Total	100	100	100	100

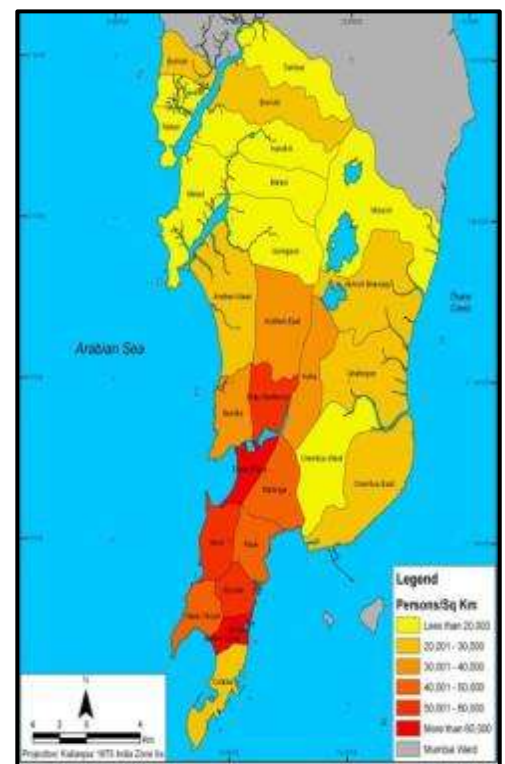
Growth rate of Population in Mumbai (M. Corp), by City and Suburbs, 1981-2011 (%)

Segment/Year	Growth Rate		
	1981 - 91	1991 - 01	2001 - 11
Island City	-3.3	4.7	-5.4
Suburbs	36.1	26.7	9.0
Total	20.4	20.0	4.7

Size of Population in Mumbai (M. Corp), by City and Suburbs, 1981-2011(Figures in 000s)

Unit/Year	1981	1991	2001	2011
Island City	3285	3175	3326	3145
Suburbs	4959	6751	8558	9332
Total	8243	9926	11914	12477

- Spread over 603.4 Sq.km, Mumbai supports a population of over 12 million, with 75% of population living in Mumbai Suburbs. The average density of Mumbai is 25,000 persons per square kilometer as a whole and in some places it is even more than 50,000 persons per square kilometer. A high portion of population lives in slums.
- Mumbai underwent significant changes, particularly since 1961. The decrease in the relative share of population of the Island city continued. The trend towards suburbanization was very apparent, with the share of the suburbs increasing from 60% in 1981 to 75% in 2011



Greater Mumbai Density

Source: Census of India

PHYSICAL ENVIRONMENT

- This chapter deals with physical evolution of Mumbai city with the amalgamation of 7 Islands
- These islands were separated till the beginning of 19th century
- These islets have been joined through drainage and reclamation projects, as well as through the construction of causeways and breakwaters
- Today, Mumbai is composed of seven island and four islands of Mumbai suburban district

Mumbai city lies on what were formerly two groups of islands, stretching southward of the Ulhas estuary. The southern group currently referred to as Mumbai Island City originally consisted of seven separate islands. Since the 17th century, these islets have been joined through drainage and reclamation projects, as well as through the construction of causeways and breakwaters to form one landmass, currently known as the Island City.

The northern island group - known as the Salsette group, on which the present Mumbai Suburban District is situated, also consisted of a similar group of seven islands. The district is named after the main and the largest island of the group. These islands remained separate till the beginning of the nineteenth century. Today, Mumbai City comprises the merged seven islands of the Island City and four islands of Mumbai Suburban District. Mumbai continues to develop essentially on reclaimed lands.

The original seven islands of Mumbai City



1. Sion
2. Wadala
3. King's Circle
4. Dadar
5. Parel
6. Lalbaug
7. Byculla
8. Grant Road
9. Mahalaxmi
10. Mumbai Central

The Original Seven Islands of Mumbai Suburban District, 1893



TRADE & ECONOMY

- *Mumbai is the Global hub for Trade and Industry*
- *Home for MNCs and large corporate houses*
- *Generates 6.16% of the Country's GDP*
- *Generates largest employment opportunities in the country*
- *3rd most expensive office market in the world.*

Mumbai is the base for:

- IT industries
- Banking & Financial institutes
- Media & Entertainment
- High-end manufacturing
- Hospitality & healthcare

Some of the prominent Corporates with headquarters in Mumbai:



- Foreign investors tend to look at India through the prism of Mumbai. Mumbai generates 6.16% of the Country's GDP, contributing 10% of factory employment, 25% of industrial output, 33% of income tax collections, 60% of customs duty collections, 20% of central excise tax collections, 40% of India's foreign trade and INR 4,000 Crore (US\$728 million) incorporate taxes.
- Mumbai's vibrancy as a commercial destination, as home to RBI, NSE, BSE; as the home of bollywood, the country's entertainment industry, and corporate headquarters of numerous Indian and multinational giants, makes it the commercial capital of India.
- One of the city's biggest advantages is the fact that its commercial activity is not restricted to a single location. Nariman Point, sometimes referred to as the 'Manhattan of Mumbai', has seen a decline in the last decade, but other commercial business districts such as Bandra-Kurla complex, Lower Parel, Andheri has been steadily rising, shifting the focus from South Mumbai to Mumbai Suburbs.
- The Central Business District (CBD) which includes the micro market of Nariman Point, Fort, Ballard Estate, Cuffe Parade and Churchgate are no longer the only option for corporate. There is also a Secondary Business District (SBD) which includes micro markets of Andheri, BKC, Worli and the peripheral business districts of Goregaon, Malad, Powai – LBS Marg.
- Different micro-markets attract a different kind of corporate. Andheri, Malad, Goregaon has the highest incidence of upcoming commercial projects. These areas are dominant by BFSI back offices, media, pharmaceuticals and FMCG industries, while central suburbs covering Chembur, Vikroli, Bhandup are home to small and large-scale manufacturing units, South Mumbai, BKC, Worli and Lower Parel tend to be favored by banking & financial institutes.

TRADE & ECONOMY

Pictures Gallery



Mumbai Central Business District

Clockwise: Influential Financial Institutions

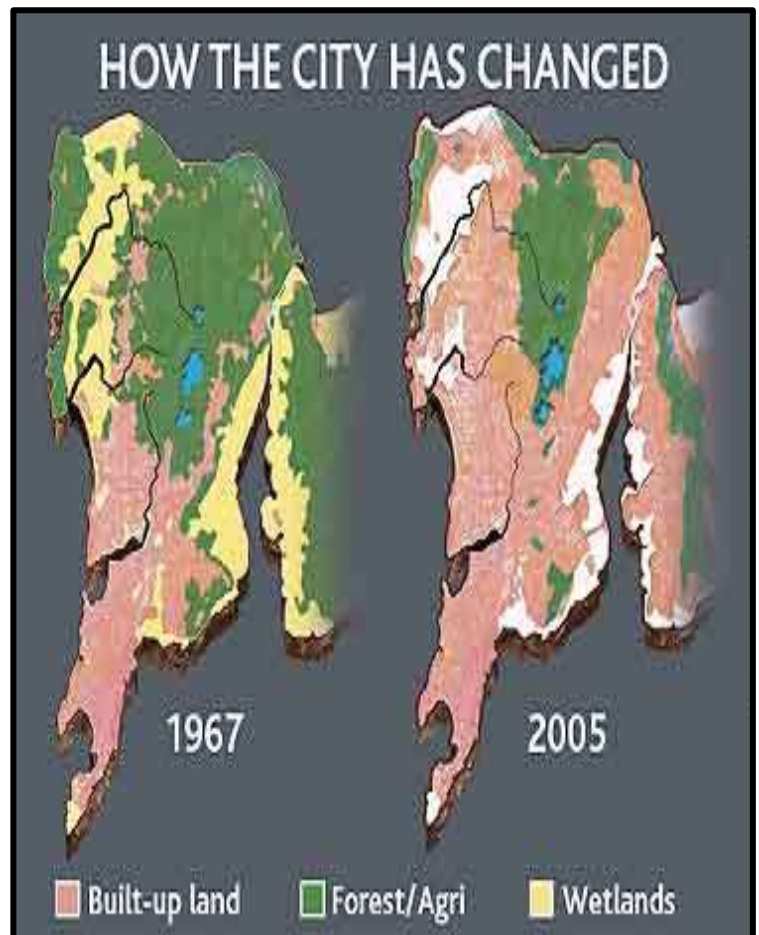
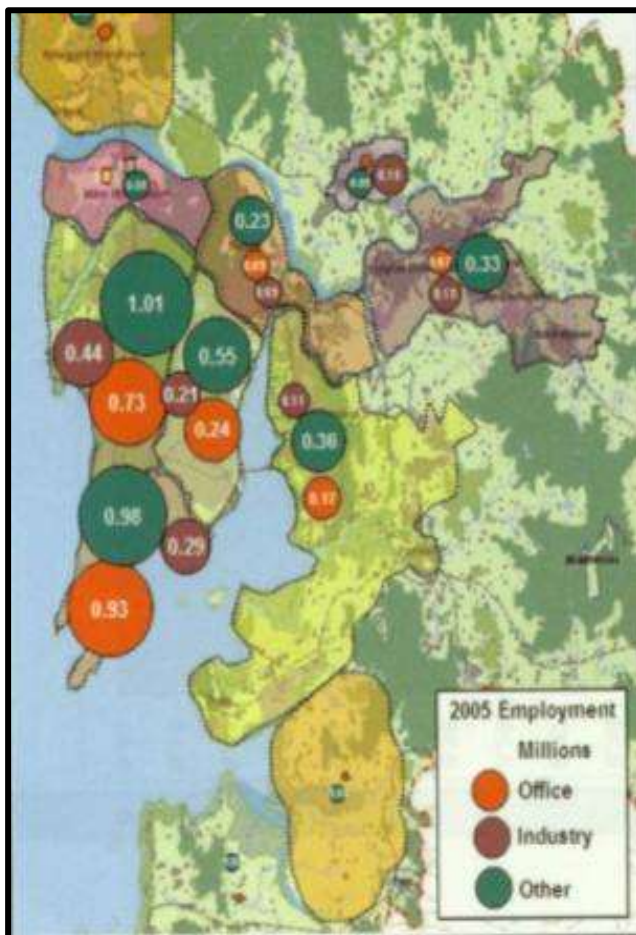
- National Stock Exchange
- Reserve Bank of India
- Bombay Stock Exchange



Sector Growth & Trends

- Once primarily dominated by manufacturing sector, the economy of Mumbai has witnessed a paradigm shift from secondary to the tertiary sector of economy.
- Service industry is now the largest contributor to Mumbai's economy

- Until the 1970s, Mumbai owed its prosperity largely to textile mills and the seaport, but the local economy has since been diversified to include engineering, diamond-polishing, healthcare and information technology.
- In recent years, the mainstay of Mumbai's economy has been the tertiary sector, which is also a key driver of growth in most large metropolitan economies. Earlier, in 50s-60s, Mumbai's economy was dominated by manufacturing sector.
- Industries producing a wide range of engineering products evolved into an extensive suburban manufacturing zone extending from Vikroli and Bhandup in the east to Andheri and Goregaon in the west. Petro-chemical and chemical industries developed in suburban areas such as Chembur-Trombay, Mulund etc. The manufacturing sector, which dominated the city's economy, began to decline since the 80s.
- The liberalization of economy in 1991 and impact of various government policies were one of the principal factors for changing the trade and economy scenario of Mumbai. More than half the foreign companies currently active in Mumbai were established after 1985 and than a third after 1991.



General view of Bombay - 1881



Mumbai's Queen Necklace



PUBLIC TRANSPORT

LIFE LINE OF MUMBAI

- Mumbai has excellent connectivity to other cities
- Has been largest organized bus transport and local train network between major Indian cities

- Mumbai's public transport system is its chief strength, and has been a contributing factor in the development and transformation of Mumbai.
- It is in this spectrum that Mumbai stands above all. Public transport in Mumbai includes Mumbai Suburban Railway, Brihanmumbai Electric Supply & Transport (BEST) buses, Taxis, Auto Rickshaws and Ferries.
- Suburban railway and BEST together accounts for 88% of passenger traffic.
- Mumbai has the largest organized bus transport and local train network between major Indian cities but the Cities rising population has raised an alarm, calling for new initiatives to cater to the growing demand.
- A lot of initiatives are being taken by the government to further strengthen the present transport system, to cater for the demand for the future.

- **RAIL:**The Mumbai Suburban Railway, popularly known as "Local Trains" form the backbone of the city's transport system. About 72 lakh (7.2mn) people travel by the city's suburban train system every day. The Mumbai rail network is spread over 319 kilometers. Mumbai is also well connected to other cities of India.
- **BUS:** Mumbai's bus services carry over 5.5mn passengers per day. Public buses run by BEST cover almost all parts of the metropolis, as well as parts of Navi Mumbai, Thane & other MMR regions. The BEST operates a total of 4,608 buses and over 390 routes.
- **TAXI:**Taxis ply throughout Mumbai, but have monopoly existence from Bandra to Churugate and Sion to CST. About 58,000 taxis run over Greater Mumbai. Entrance of new players like Meru, Cool Cabetc; have further improved inter- city transport.
- **AUTO RICKSHAWS:** Auto rickshaws are the most widely used public transport in Mumbai Suburbs.
- **ROAD:** Mumbai is served by NH3, NH4, NH8, NH17 and NH222. The Bandra – WorliSeaLink along with Mahim causeway links the island city to the Western Suburbs. The three major road arteries of the city are Eastern Express highway from Sion to Thane, the Sion PanvelExpressway from Sion to Panvel and the Western Express Highway from Bandra to Borivali. The total length of the road network is 1941.172 km., out of which 506.480 km. are in the island city and 927.05 km. in the suburbs
- **AIR:** Mumbai has two Airports-The Chhatrapati Shivaji International Airport and Santa Cruz Domestic Airport, the second busiest airport in India in terms of passenger traffic. It handled 30.74 million passengers and 656,369 tonnes of cargo during FY 2011-12
- **SEA:** Mumbai is served by two major ports, Mumbai Port Trust and Jawaharlal Nehru Port Trust. JNPT is the most modern and busiest port of India, handling 55-60% of country's total containerized cargo



Mumbai Port Trust



Mumbai's Ferry



Mumbai International Airport



Local Train of Mumbai



BEST buses - Mumbai



Mumbai's intermediate transport

MUMBAI TOURISM

- *Mumbai is Gateway to India*
- *Most visited destination by foreign travelers*
- *Business is the major driving force for the tourists*
- *Wide range of tourist offering from leisure to historical and heritage monuments*

Tourist Arrival in Mumbai

Months	Domestic Visitor Arrival in Mumbai – 2011	Foreign Visitor Arrival in Mumbai – 2011
January	27,17,633	1,76,432
February	26,16,521	1,56,735
March	25,75,980	1,48,531
April	24,72,123	1,43,712
May	26,08,030	1,56,855
June	25,24,053	1,72,209
July	17,62,909	93,702
August	16,86,111	81,367
September	18,45,983	83,935
October	24,93,446	1,46,902
November	26,19,456	1,45,807
December	27,69,607	1,66,260
Total	2,86,91,854	16,72,446

The tourist inflow is highest in the month of Dec & Jan, while it is least in the month of August

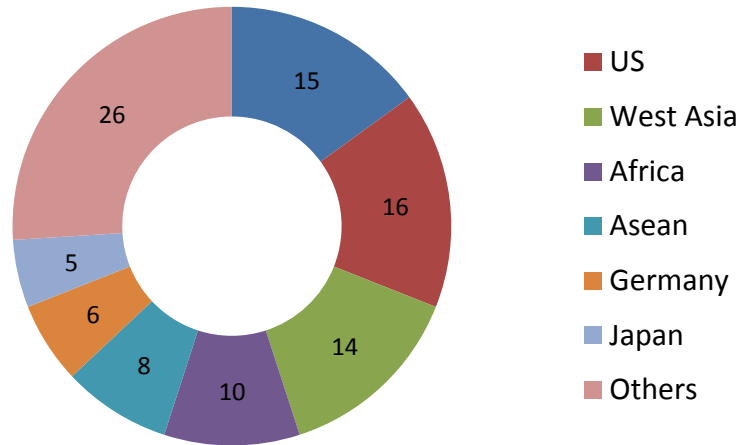
Average stay of domestic guests is 4 days compared to 3 days for foreign guests in Mumbai

79% of the foreign tourists / visitors to the state of Maharashtra visit Mumbai. 25% of the total domestic visitors to the state visit Mumbai

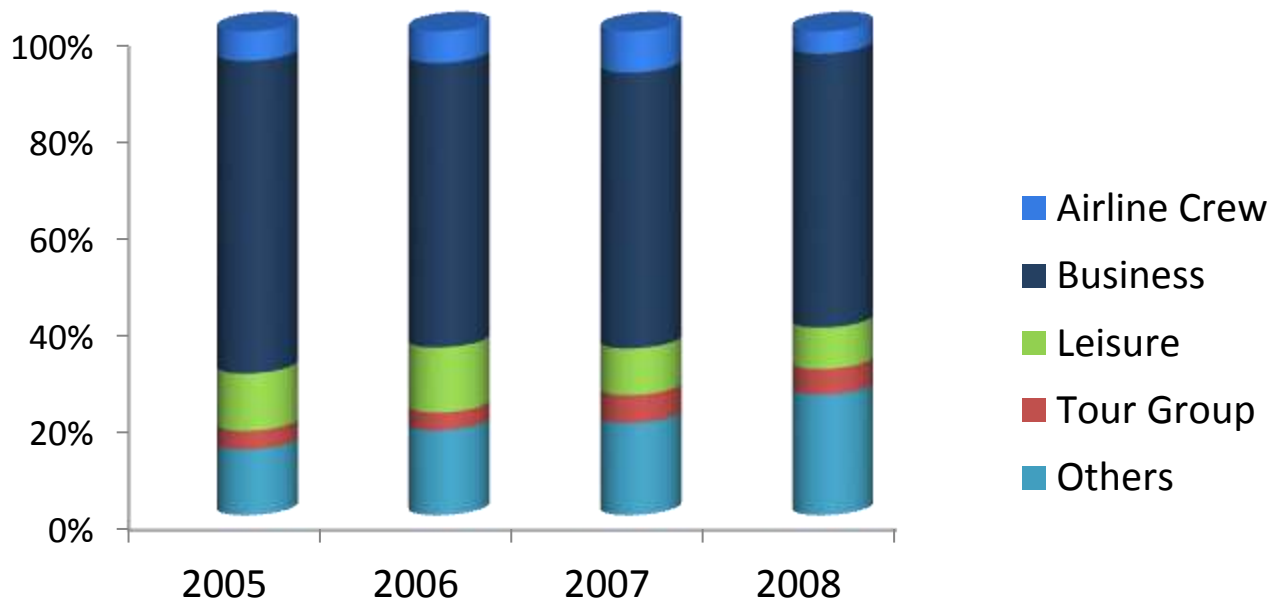
- Mumbai is the “Gateway to India” for a vast majority of international travelers. In 2011, a total of 16, 72,446 foreign & 2, 86, 91,854 domestic tourists visited Mumbai. Most tourists visiting Mumbai come for business activities.
- However, despite such a large number of international tourist arrivals, Mumbai region has not been able to become a tourist destination on the lines of London, Paris or even Kuala Lumpur and Singapore. These cities, apart from attracting business tourists, also attract a large number of leisure tourists.
- At present, most of the international tourists coming to India prefer to move on to visit destinations such as Kerala, Goa and Rajasthan because there are not enough attractions in and around Mumbai to hold them here. Though the city has its historic and natural advantages as a “gateway” to the country, it has not been able to leverage these in order to position itself as a major tourism destination or to become an attractive destination for the wider “visiting friends and relatives” market.

FACTS &
FIGURES- 1.1

International Arrival to Mumbai – by Geographic origin



Travelers Profile Visiting Mumbai



Source: Edelweiss research

COMPARITIVE STUDY OF SIMILAR GLOBAL CITIES

*Comparing Mumbai with similar Global cities like **New York, London and Singapore**, we can assess Mumbai's Shortfalls and learn from these cities in order to improve the tourist offerings in Mumbai*

	NEW YORK	LONDON	SINGAPORE	MUMBAI
Annual Visitors (International)	7.6 Mn	16.9 Mn	11.8 Mn	2 Mn
Visitor Spend (US \$ Billions)	19.4	21.1	12.7	2.4
Overview	<ul style="list-style-type: none"> • Chief center of finance in the world economy with Wall Street located here • Center of many of the service sector industries in the U.S., with most Fortune 500 companies headquartered in the city. • Important center for American mass media, journalism and publishing. • Important Scene for art, music, and theatre. 	<ul style="list-style-type: none"> • London is one of the world's foremost financial, commercial, industrial, and cultural centers. • Numerous banks and investment companies have their headquarters here. • The city is rich in other artistic and cultural activities. • Sporting events draw large support from Londoners who follow cricket, soccer and Tennis. 	<ul style="list-style-type: none"> • Southeast Asia's most modern city. • Its unique ethnic tapestry affords visitors a wide array of sightseeing opportunities • Singapore has become a flourishing country that excels in trade and tourism and is a model to developing nations. 	<ul style="list-style-type: none"> • Mumbai is the commercial and entertainment capital of India • It is also one of the world's top 10 centers of commerce in terms of global financial flow • It is also home to some of India's premier scientific and nuclear institutes like BARC • The city also houses India's Hindi Film (Bollywood)

Tourism Offerings	Entertainment, Business, Leisure, Cultural	Business, Entertainment, Leisure, Cultural, Historical, Sports	Business, Entertainment, Leisure, Cultural	Business, Entertainment, Leisure, Cultural, Historical, Film
Key Tourist Attractions	<ul style="list-style-type: none"> ●Statue of Liberty ●Rockefeller Plaza ●Ground Zero ●Times Square ●Empire State Building ●American Museum of Natural History ●Madame Tussaud’s wax museum ●Brooklyn Bridge 	<ul style="list-style-type: none"> ●Buckingham Palace ●British Museum ●The Wallace Collection ●Clock tower ●Tower of London ●London Bridge ●Westminster Abbey ●Trafalgar square ●Wimbledon Village 	<ul style="list-style-type: none"> ●Jurong Bird Park ●Sentosa Island ●Marina Bay ●Singapore Flyer ●Chinatown ●Clarke Quay ●Botanic Gardens 	<ul style="list-style-type: none"> ●Gateway of India ●Marine Drive ●Elephanta Caves ●Juhu Beach ●Sanjay Gandhi National Park ●Aarey Milk Colony
Tourism Initiatives	<p>I ♥ NY Tourism Campaign Focusing on better transport, safety and cleanliness Fundamental planning changes in zoning of the city to allow construction of more hotel rooms De-bottlenecking of airports Increased marketing efforts</p>	Film London, an initiative to boost Film tourism in London	The Merlion, is an icon of the Singapore destination Marketing of the city as a convention venue Development of tourism infrastructure Clean up of Singapore River and development of tourist amenities. Developed destination brand, Your Singapore	Development and upgradation of Current Tourist Spots
Tourism Authority	NYC & Company (official marketing, tourism and partnership organization)	London & Partners (official promotional organization)	Singapore Tourism Board	Maharashtra Tourism Development Corporation
Tourist Web	http://www.iloveny.com	http://www.visitlondon.com/	http://www.yoursingapore.com	NA

GLOBAL
CITIES
TOURIST
INDEX

*Top visited destinations
of the world*

Asia/Pacific Top 10 Destination Cities by International Visitors (2012)

No.	Cities	Visitors (Mn)
1	Bangkok	12.2
2	Singapore	11.8
3	Hong Kong	11.1
4	Kuala Lumpur	8.1
5	Seoul	8.0
6	Shanghai	7.5
7	Beijing	6.2
8	Taipei	5.4
9	Tokyo	4.3
10	Jakarta	2.8
	Mumbai	2.0

Global Top 20 Destination Cities by International Visitors (2012)

No.	Cities	Visitors (Mn)
1	London	16.9
2	Paris	16.0
3	Bangkok	12.2
4	Singapore	11.8
5	Istanbul	11.6
6	Hong Kong	11.1
7	Madrid	9.7
8	Dubai	8.8
9	Frankfurt	8.1
10	Kuala Lumpur	8.1
11	Seoul	8.0
12	Rome	7.8
13	New York	7.6
14	Shanghai	7.5
15	Barcelona	7.3
16	Milan	7.1
17	Amsterdam	6.9
18	Vienna	6.7
19	Beijing	6.2
20	Taipei	5.4
	Mumbai	2.0

Source: MasterCard Global destination cities index

COMPARITIVE STUDY OF INDIAN CITIES

*Comparing Mumbai with other cities like **Jaipur, Hyderabad and Delhi**, we can assess Mumbai's Shortfalls and learn from these cities in order to improve the tourist offerings in Mumbai*

	JAIPUR	HYDERABAD	DELHI
Overview	<p>Capital of Rajasthan and the largest city of the state Has some of the best forts and palaces of the royal families of Rajasthan. Known as the Pink city since all the old buildings were made of pink sandstone Considered by many urbanites to be one of the best planned cities.</p>	<p>Capital and largest city of Andhra Pradesh Multitude of masjids, temples, churches and bazaars in the city Known as The City of Pearls HITEC City is one of the modern monuments of trade and technology, which embodies the newfound attitude of Hyderabad</p>	<p>Delhi is the second most populous metropolis in India after Mumbai and the Capital of India Historically, it is one of the most important cities in India Delhi also has a lot of significance politically as it houses the "Rashtrapati Bhavan" and Other important govt. offices</p>
Type of Tourism	Heritage and Cultural	Heritage, Cultural and Business	Religious, Heritage and Cultural

<p>Tourism Highlights</p>	<p>Palace on Wheels, a Luxury tourist train to promote Tourism in Rajasthan, passes through. Jaipur architecture is world famous because of its technical details and beauty, based on Indian Vastu concepts Jaipur’s palatial structures and prestigious history of royalty has been converted into hotels to create a romantic atmosphere for the traveller giving him an experience of living like the Maharaja's Gems and exquisite traditional handmade jewelry have a high demand among foreigners Variety of ethnic performing arts in the city, in terms of vocal and instrumental music, folk dances and puppet shows are major attractions for connoisseur tourists.</p>	<p>Chudi Bazaar, on the west of Charminar, is known for its exquisite bangles, jewelry and pearls. The City is known for its bazaars and shopping streets. Shilparamam is an arts and crafts village located in Madhapur,Hyderabad Golkonda Fort is famous for its acoustics, palaces, ingenious water supply system and the famous FatehRahben gun QutbShahi Tombs: These tombs are said to be the oldest historical monuments in Hyderabad. KBR National Park is a national park which also includes the Chiran Palace</p>	<p>Parliament of India, the RashtrapatiBhavan (Presidential Palace), Cabinet Secretariat and the Supreme Court of India. India Gate(a memorial raised in honor of the Indian soldiers who died during the Afghan wars and World War I), Connaught Place (one of the largest commercial areas in Delhi) and Lodhi Gardens monuments include the tombs of the Mughal Emperors like the Humayun's Tomb, Safdarjung Tomb and Lodi's Tomb, Qutub complex, Red Fort, Salimgarh Fort and ChandniChowk religious places of major religions like Jama Masjid, Akshardham Temple, Lotus Temple,Gurdwara Bangla Sahib</p>
<p>LESSONS FOR MUMBAI</p>	<p><i>Jaipur has built on its rich heritage and history of royalty, to promote itself as one of the important tourist destinations in India. Mumbai can thus learn from Jaipur to harness the potential of its rich heritage and culture.</i></p>	<p><i>Hyderabad is famous for its Bazaars and shopping streets which become a major tourist attraction. Mumbai with its blend of cultures has a lot of ethnicity to display which is a major attraction for tourist especially international tourists. Thus, Mumbai can learn from Hyderabad to set up these arcades or build on existing shopping areas like Hill Road, Linking road Colaba Causeway etc. to attract tourists.</i></p>	<p><i>Delhi offers a wide variety of tourism products to a traveller, from Museums and Heritage sites to Government and Administrative Offices, from the old forts of the Mughal Era to Lutyen’s well-planned modern city. Mumbai can learn from this model to combine historical tourism with modern day marvelsto offer the tourist an attractive combination package.</i></p>



SECTION II

- MUMBAI TOURISM EVOLUTION
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- TOURISM DRIVERS OF MUMBAI
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- MUMBAI'S FESTIVALS
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MUMBAI TOURISM – EVOLUTION

This chapter delves into the history behind the various aspects that make Mumbai a tourist hub today.

Over the centuries, Mumbai has evolved from being marshy land to a strategic trading port to a manufacturing center, to its present day status as the leading financial and commercial center of the country. From the original seven islands, countless reclamation projects and expansions have transformed it into the sprawling 603.4 km² metropolis that it is today.

Bombay then



Mumbai now



The city of multiple aliases

Mumbai was called Heptanesia (the land of seven islands) by Ptolemy in AD 150. The Portuguese in 1538 christened it 'Buon Bahia', 'Bom Bahia' or 'Bombaim', meaning 'the good bay'. They also called it 'a ilha da boa vida', the island of good life, because of its beautiful groves, its game and its abundance of food. The Hindu names for the islands have also been many, among them Manbai, Mambai, Mambe, Mumbadevi, Bumbai, and now officially Mumbai.

The city has acquired several identities to match its multiplicity of names. It is the city of skyscrapers and of slums, it the glamour capital of India and its financial centre, it has modern marvels like the Bandra-Worli sea-link alongside world heritage sites such as Chhatrapati Shivaji Terminus. It is the city of migrants, the city of dreams. It is the gateway to India. It is the city that never sleeps. It is the seamless co-existence of all these identities that makes this megapolis unique, attracting tourists from all over India and the world to experience life in the maximum city.



'The Good Bay':view of the port of Bombay, c1890s

Chequered history

The ownership of the original seven islands changed hands several times in the course of history. The religious diversity of the city can be attributed in part to the succession of Buddhist, Hindu, Muslim and Christian rulers that ruled over the islands through the centuries.



The seven islands were originally inhabited by the Kolis, a tribal fishing community. It is their deity Mumbadevi that has inspired the name 'Mumbai'. Under the rule of the Buddhist Emperor Ashoka in the 3rd Century BC, the islands and the neighboring areas began to imbibe the Buddhist influence. Kanheri, in present day Sanjay Gandhi National Park, became a learning center of the Buddhist monks, and a rest house for travelers through the forest. Today, the caves at Kanheri have become an important part of the cultural heritage of the city.



From the Buddhists, the islands passed to a succession of Hindu dynasties which led to the setting up of temples at various places, and the carving of the Hindu caves at Elephanta. Several Hindu communities and tribes migrated to Bombay during these years, among them the Pathare Prabhus, Brahmins, Agris, Bhois and Vadvals. These communities made Bombay their home and their settlements in the suburbs have flourished to this day.

The Mohammedans (Muslims) from Gujarat were the next to acquire the islands from the Hindu rulers in 1343. Under their rule, mosques were built on the islands adding to the religious plurality, though at present, only the mosque at Mahim remains from this period.

With the proselytizing Portuguese acquiring the islands in 1534, yet another religious community was added to the melting pot of Bombay, and churches were built for the converted fishermen, along with cathedrals and monasteries.



St. Andrew's Church, Bandra: Then and Now (Original structure built by the Portuguese in 1575)

In the years to come, under the British Empire, Parsis, Jews and other communities would migrate to Bombay, attracted by the business opportunities, as well as by the religious freedom practiced by the British. With the arrival of these communities, synagogues and fire temples were added to the religious landscape.

Today, Mumbai is known as a cosmopolitan city. This city was built on trade, and commerce proved to be a great leveler. Everybody was welcome, irrespective of caste, class, religion and ethnicity, as long as they wanted to do business. When new communities migrated to Mumbai, they brought with them their distinctive culture, traditions and cuisine, and the city became the melting pot.

Though Mumbai has always been a generation ahead of other Indian cities when it comes to communal harmony, this peaceful co-existence of communities has occasionally been marred by communal riots.

Rise as a principal trading hub

Mumbai owes its development as a trading center to its natural advantage of having a deep and sheltered harbour, strategically located on the west coast of India. Despite this natural asset, the islands remained neglected for several centuries. The Portuguese, who acquired the islands in 1534, valued them so little that they were passed to the British in 1661 as part of the dowry of Portuguese Princess Catherine of Braganza when she married King Charles II of England. The islands were thereafter leased to the British East India Company in 1668 for a paltry sum of £10 per annum in gold.



Ships in the Bombay Harbour - c1870

It was the Company that realized the tremendous potential of the deep Bombay harbor, and set about the development of the islands.

By 1677, Bombay had been transformed into a prime commercial center, through the construction of warehouses, a customs house, a mint, the development of the harbour and so on. British Governor Gerald Aungier played a pivotal role in this transformation. A concerted effort was made to attract artisans and traders to Bombay by offering business incentives. This resulted in the major trading races, such as the Parsis, the Khojas and the Baniyas migrating to the city. In 1686, the Company moved its headquarters from Surat in Gujarat to Bombay, an event which marked the decline of Surat and the rise of Bombay as the principal trading hub.

The Manchester of the east

The Bombay harbor was primarily used for the shipping of raw cotton to the Lancashire mills in England, and the shipping of cloth back to India. The exports of cotton received an impetus with the outbreak of the American Civil War in 1861, which disrupted the supply



of raw cotton from America. Bombay stepped in to fill the gap and in the five years of the war from 1861 to 1865, the city earned 81 million pound sterling more than it would normally have received for its cotton. The opening of the Suez Canal in 1869, which cut travel time to Europe in half, also led to the expansion of trade from the Bombay port. These two events led to the cotton boom, which saw the accumulation of wealth in the hands of the people.

As the costs of textile imports escalated, Indian entrepreneurs set up the first cotton mills in Bombay, to manufacture textiles indigenously. The first textile mill, the Bombay Spinning & Weaving Company at Tardeo, was set up in 1854. By 1870 there were 13 mills, which grew to 70 mills by 1895 and further to 83 mills by 1915. The establishment of the textile industry was the turning point in the history of Mumbai's economy. It provided the impetus for the city's growth and transformed Mumbai into the 'city of dreams' for migrants seeking sustainable employment. Mumbai became known as the Manchester of the east for its booming textile industry.





One of the many textile mills in the city

The chawl culture

The culture of Bombay owes much to the flourishing textile industry in the nineteenth and early twentieth centuries. The textile mills were highly labour intensive. At its peak, the industry employed nearly three lakh workers. The demand for labour was met by the migration of mainly Marathi-speaking people from the rural areas. Employers had to provide accommodation for the migrant population in areas around the mills. Consequently, the *chawl* system, a distinctive feature of Mumbai, came into existence.

Chawls are two or three-storey buildings with each floor containing rooms and a common block of toilets at the end of the corridor. The rooms were built to accommodate a single person, the male worker who had left his family behind in the village. However, over time, the families of workers began to migrate to the city. This led to cramped living conditions as entire families occupied a single room.



**Scenes from
Mumbai's chawls**



A group of 3 to 4 chawls (called a 'wadi') were usually built around an open space. This open space served as the location for sports, games, weddings and community festivals such as Ganesh-utsav and Dahi Handi. The chawl system led to the development of close-knit communities, brought together by the shared events and celebrations, and the close living quarters.

The day began with a mill's siren, when all the workers would report to the mills together, to return en masse at the day's close.

The areas in which the workers and families settled, which was close to the mills, were Tardeo, Byculla, Mazagaon, Reay Road, Lalbaug, Parel, Naigaum, Sewri, Worli and Prabhadevi. Together they came to be known as 'Girangaon', meaning Village of the Mills. The mills were located in the then northern outskirts of the city, which led to the development of this area.

As more and more migrants came to the city in search of employment, even the chawls proved inadequate to provide accommodation. Consequently, the first few slums mushroomed in and around the mills and the harbor.

The decline of the mills

From the late 1950s, the textile industry began declining due to a variety of reasons, such as technological backwardness and stiff competition from other countries. The Great Textile strike, which began in 1982 and continued for 18 months, sounded the death knell of this industry. The textile industry was the largest employer in the city at that time. In the aftermath of the strike, most mills closed down and the breadwinners of some 100,000 families were left without jobs. The city's employment pattern was inverted. While previously the organized sector had been the prominent employer in the city, most of the displaced mill workers found employment in the informal sector.

Financial capital of India

Parallel to the development of the textile industry, the city underwent several other transformations. The accumulation of wealth during the cotton



boom in the latter half of the nineteenth century led to the establishment of several companies of various descriptions. There was wild speculation in the shares of these companies. Several banks and other financial institutions were also set-up, even without the backing of adequate capital and experience.

By 1864, there were 31 banks, 16 financial associations, 8 land companies, 16 press companies, 10 shipping companies, 20 insurance companies as against 10 in 1855, and 62 joint stock companies where none had existed in 1855! But with the cessation of the American Civil War in 1865, the commercial boom in Bombay collapsed, which led to the closure of many of these institutions. However, the speculation that

started during the bubble formed the background to the establishment of the Native Share and Stockbrokers Association in 1875. This association has evolved over the decades to the present-day Bombay Stock Exchange (BSE), the oldest bourse in Asia. The banyan tree under which the early transactions of the association were conducted is today located in the Horniman Circle garden, and is an important landmark in the city's financial history.

Mumbai's first business district was Ballard Estate, located between Chhatrapati Shivaji Terminus and the Fort area in South Mumbai. The Bombay Port Trust reclaimed 22 acres of land at Ballard Estate between 1914 and 1918. Thereafter, the headquarters of the Trust and the offices of several shipping companies were set up there. From Ballard Estate, offices slowly began moving to the Fort area, which became the prime commercial area till the mid-nineteenth century.

In the 1970s, the government developed Nariman Point as a business district for small and medium enterprises. The area where Nariman Point is situated was reclaimed from the sea under the backbay reclamation scheme. Over the next 20 years, as more and more offices located there, the area became the commercial heart of the city. In the post-liberalisation era (after the economic reforms of the 1990s), the flood of multinational companies (MNCs) seeking to test the waters in India set up their first offices at Nariman Point. However, when these same companies wanted to expand their operations, they were confronted with space constraints. Further, they also began to wake up to other

drawbacks, such as the existence of multiple landlords for even a single floor rented in a Nariman Point building. This led to the rise of the latest commercial hub – the Bandra-Kurla Complex (BKC).



BKC had been developed as an alternative business district in the late 1990s. However, there were no takers at that time. The government, under pressure from the BKC developers, intervened by passing the Maharashtra Rent Control Act, 2000. This Act enabled MCGM to fix the property tax according to the value of the building as opposed to standard rent (the earlier practice). The landlords at Nariman Point now had to pay higher tax, which they passed on to the licensee. This made the area commercially unattractive, which in turn kick-started a shift to BKC. The shift began in the mid-2000s and by 2009 BKC had become the new central district.

A new trend also emerged around this time, and Mumbai now has not one, but many business districts - the Malad-Andheri belt in the western suburbs, Lower Parel-Prabhadevi-Worli axis in central Mumbai and the Thane-Navi Mumbai area in the eastern suburbs. Each of these hubs caters to a specific kind of corporate.

These business districts, which contain the headquarters of many prominent companies, are the reason why Mumbai is called the commercial capital of the country. They are also the main drivers behind business tourism to the city.

Lifelines of the city

The transport system was an integral aspect in the development of Mumbai as a commercial center. The Mumbai Suburban Railway is the oldest railway system in Asia. In the 1800s, a need was felt for a rapid means of transport and movement of goods, to meet the growing needs of the city and its people. This led to the incorporation of the Great Indian Peninsular Railway (GIP) in 1849. Soon after, on 16th April 1853, the line officially opened when the first passenger train in India ran between Mumbai and Thane, a distance of 21 miles. The GIP was the forerunner of the present-day Central Railway. Following the success of the GIP, the Bombay, Baroda & Central India Railway (BB&CI), the forerunner of the Western Railway, was incorporated in 1855 and officially opened on 28th November, 1864. The western coast of India was linked to Mumbai and other ports, which greatly facilitated commerce. Several expansions and modernizations have taken place since then.



Bridge over Thane Creek, built a year after the first train ride.

Today, the Western and Central Railways have their headquarters in Mumbai. The local trains (or 'locals') are known as the lifeline of the city, ferrying passengers to and fro, between the suburban residential areas and the business districts in the heart of the city. These packed-to-capacity locals, during the morning and evening peak hours, are as distinctive a feature of Mumbai city as any of its monuments.

Victoria horse carriages (popularly known as 'Victorias') were commonly used for transport within the city in the 1800s, before the advent of the trams. Modeled on open carriages used during Queen Victoria's reign in the 19th century, they continued operating long after they became outdated. The Victorias that remain in the city have been a major tourist attraction in the last few decades. But they are soon to be relegated to the pages of history after a recent court order, following a campaign against the mistreatment of the horses.



Horse-drawn trams were introduced in the city in 1874, later to be replaced by electrified ones from 1907. They were popular as the transport of the common man. Double-decker tramcars were introduced from 1920 to deal with the rush hour traffic. But as the city's population continued to soar, and the pace of life quickened, they had to be phased out. The last tram ran on 31st March 1964, and another historical feature of life in Mumbai faded away.

The red buses of the BEST (Brihanmumbai Electric Supply and Transport) and the black-and-yellow taxis ('the common man's ferrari') have replaced the trams. Motorized cabs were started in 1911 and motor buses began to ply from 1926. In particular, the black-and-yellow Fiat taxis have become a part of the city's heritage and have starred in many Bollywood movies. Auto-rickshaws, rickety three-wheelers, replace taxis in the suburbs (beyond Bandra and Sion). These modes of transport have become an important part of the city's identity, and form a part of the 'Mumbai experience' for those visiting the metropolis.



BEST buses on Mumbai streets

BEST bus: 1926



BEST buses: Then and Now

Changing architectural landscape through the ages

When the Portuguese acquired the seven islands and the Salsette region in 1534, through the treaty of Bassein with the



Bandra fort (Castella de Aguada), built by the Portuguese in 1640

the treaty of Bassein with the Muzaffarid dynasties of Gujarat, they set about the construction of beautiful churches, villas, mansions, orphanages and monasteries. Simultaneously, they also started fortifying the islands, to protect against attacks from formidable foes such as the Marathas, the Mughals, regional Kohli kings, the

English, the Dutch, the French and sea pirates. It follows that most of the enduring defensive structures in the Mumbai region owe their origin to the Portuguese period.

After the British got control of the islands of Bombay, they further strengthened the defensive structures. They revamped the manor house of Garcia da Orta (the former Portuguese owner of Bombay), renamed it Bombay Castle and built a fort around it by 1722. The walls of the fort used to enclose the city from Dongri in the north to Mendham's Point in the south during the 18th and 19th centuries. There were three massive gates – Apollo Gate, Bazaar Gate and Church gate. In 1769, an extension called St. George fort was built to the east on the site of the former Dongri fort.

The early development of Bombay took place entirely within the confines of the fort. The dockyard was constructed. The imposing structure of the Town Hall. the present-day Asiatic Library, with its 30 grand steps and col Old photo of the town hall (Asiatic Library) a customs house were also constructed.

Once the British had consolidated their power in the region, the need for the defensive structure of the fort was no longer felt. The growing population of the city was also overburdening the confined area. Sir Bartle Frere, then Governor of Bombay, demolished the fort walls in the 1860s and drew up an ambitious plan to transform the city into the 'Urbs prima in indis' (the first city of India).



Several public buildings came up in the late nineteenth and early twentieth centuries which were inspired by the Gothic church architecture, and funded by the wealth accumulated during the cotton boom. The ornate and elaborate Gothic style was suitably modified for local conditions. These neo-Gothic buildings have endured till today and speak of the grandeur of the British colonial period. The most impressive of these constructions, the Victoria Terminus (now Chhatrapati Shivaji Terminus), has been made a UNESCO World Heritage Site, along with the ancient Elephanta caves.



Rajabai Clock tower (built in 1878)



High Court (built in 1878)

Neo-Gothic architecture in Mumbai



Mumbai University Convocation Hall (built in 1874)



(close view of rose window depicting the twelve zodiac signs)



By the turn of the twentieth century, the neo-Gothic style evolved into a new Indo-Saracenic style, a confluence of British and Indo-Islamic architecture. The iconic Taj Mahal Palace Hotel, the General Post Office and the Prince of Wales Museum (now Chhatrapati Shivaji Vastu Sanghralaya) are enduring expressions of this style. But perhaps its most important representation is the Gateway of India. It was built to commemorate the arrival of King George V and Queen Mary for the Delhi Darbar in 1911. Instead, it marked the permanent departure of the British from India. In 1948, the last of the British soldiers marched onto the last of their ships and departed under the same domed arch of yellow Chhatrapati Shivaji Terminus (built in 1887)



Chhatrapati Shivaji Vastu Sanghralaya (1923)

**Indo-Saracenic
architecture in
Mumbai**

From the Indo-Saracenic style, the city moved on to Art Deco in the 1930s, which used simple geometric shapes. Today, the city has the second largest collection of Art Deco buildings in the world, after Miami. The buildings in the



Parsi and Hindu colonies in Dadar, and Eros Cinema near Churchgate, are personifications of this style. Though not as startlingly grand as the neo-Gothic and Indo-Saracenic styles, it was Art Deco which transformed Bombay's image from a gothic to an international modern city.

Art Deco buildings in Mumbai



Eros Cinema



Bombay's skyline, at earlier points in its history, was also identified with the smoking chimneys of the mills, and the low roofs of the adjoining chawls. The chawls in themselves held a unique place in the city's architecture. With the closure of the mills and the modernization of the city, malls and skyscrapers have taken over as the dominant motif. Having no space to expand horizontally, the city expands vertically and is fast becoming known as the skyscraper capital of India.

For the tourist visiting Mumbai, the juxtaposition of the various architectural styles that dominated the city at one point or the other is of tremendous interest. These structures reveal the story of the city as it evolved through the decades. Many of the colonial British buildings in particular have become important tourist spots.

Mumbai & the freedom struggle

The island city was at the forefront of the long struggle for freedom from British colonial rule. Not long afterwards, it was the centre of another type of struggle – the ‘Samyukta Maharashtra Movement’.

Timeline of major political events in Mumbai:



December, 1885

- The Indian National Congress holds its first meeting in an auditorium opposite Gowalia Tank Maidan with 72 delegates
- Mumbai gets the distinction of being the birthplace of the party that is to lead the nation to independence



1908

- The mill workers in Mumbai go on a spontaneous strike to protest the arrest of Lokmanya Tilak by the British



12th January, 1915

- Mahatma Gandhi returns from South Africa and reaches Mumbai
- Between 1917 and 1934, whenever Gandhiji visits Mumbai, he stays at Mani Bhavan in Gamdevi



12th December, 1930

- Babu Genu, a 22-year old mill hand, lies on the ground before a truck loaded with foreign cloth on the New Hanuman Road at Kalbadevi and is crushed to death
- It is an attempt to prevent foreign goods from entering Indian soil, as part of the Swadeshi movement
- His martyrdom triggers a wave of protests and agitations



December, 1931

- Mahatma Gandhi addresses the largest ever political meeting at the Esplanade, which has since been renamed 'Azad Maidan'
- Several other political rallies are also held at this site



7th August, 1942

- Another session of the All India Congress Committee is held at Gowalia Tank Maidan
- Mahatma Gandhi gives the call to 'Quit India' at this session
- The 'Quit India' movement culminates in independence, and the maidan is renamed 'August Kranti Maidan'



28th February, 1948

- The last British troops marched on to their ships and leave India through the same Gateway which had been built to commemorate the arrival of their King in 1911



1960

- A peaceful demonstration by the Samyukta Maharashtra Samiti at Flora Fountain in South Bombay is fired upon by the police, resulting in 105 deaths
- The Samiti had been agitating for nearly five years for the creation of a separate state of Maharashtra with Bombay as its capital
- The shooting proves to be a major impetus for their demands finally being met on 1st May 1960
- Flora Fountain is renamed Hutatma Chowk (Martyr's Crossroads), and a

Entertainment capital of India

Mumbai is known as the home of the stars, the headquarters of Bollywood. The Indian film industry is the world's largest and around 60% of Indian films are made in Mumbai.

Mumbai's association with the moving pictures goes far back. On a rainy July day in 1896, the first screening of a motion picture in India took place in the city's own Watson's Hotel. Six silent short films by the Lumière brothers were screened for a European-only audience and the event was billed as "the marvel of the century".



The metropolis went on to become the birthplace of the Indian film industry with the first full-length Indian film, 'Raja Harishchandra', being made here in 1913 by Dadasaheb Phalke. When the next revolution in motion pictures, namely the 'talkie', arrived in India, it once again debuted in Mumbai. 'Alam Ara', the first Indian talkie, was made in the city in 1931.

Mumbai quickly became the hub of the Hindi film industry, though the regional language film industry, particularly in the South, also grew rapidly. The genre of Hindi films made in the city was dubbed 'Bollywood', a combination of *Bombay* and *Hollywood*, the centre of the American film industry.

The Filmfare Awards, the oldest and most prominent awards given for Hindi films in India, began in 1954. The first Filmfare Awards function was held in Mumbai's Metro Theatre on 21st March, 1954. Film City, the largest studio complex of Bollywood, was established in 1977.



Film city gate

Star-struck youngsters from across India, and especially the smaller towns and villages, began to dream of coming to Mumbai to make it big in tinsel town. The homes of the superstars started to draw adoring fans hoping to catch a glimpse of their screen idols.

Bollywood cinema started gaining international recognition when 'Lagaan' was nominated



Amitabh Bachchan's wax statue at Madame Tussauds

for the Oscars, and 'Devdas' and 'Rang De Basanti' were nominated for BAFTA. Madame Tussauds started displaying wax sculptures of Bollywood actors, and the growing Indian Diaspora made it profitable for Indian films to have worldwide releases. Several international production houses have also made forays into the production and distribution of Indian films. All these elements have led to an increasing awareness and appreciation of Indian cinema.

Today, Bollywood is an important attraction for both foreign and domestic tourists to the city. Tours that guide one through the sets of iconic Hindi films have become popular and planned attractions, such as a Bollywood museum in Film City, will only give an impetus to this type of tourism.

Vada-pav eater's city: Mumbai's street food and iconic eateries



The history of food in Mumbai is closely linked with its economic growth. As waves of migrants came to the city – most in search of economic prosperity, some to escape religious persecution – they brought their distinctive fares with them. As a result, the city today boasts of a variety of cooking styles and cuisines, which are a reflection of its cosmopolitan culture.

Many of Mumbai's first eateries were

Maharashtrian, in the *khanevals* or community canteens opened by workers from the region who came from the end of the 19th century onwards to find employment in the city's booming mills. Some of the traditional Maharashtrian restaurants in Dadar and Girgaum, which are home to Maharashtrian settlements, have their roots in the *khanevals*. Restaurants were also set up to cater to the needs of small-time traders who visited the city for business.

Irani cafés are one of the oldest landmarks in the city's culinary landscape. The Iranis came to the city at the turn of the twentieth century to escape religious persecution in Iran. They were distinct from the Parsis - Zoroastrian Iranians who came to India from the eighth century onwards.

The Iranis started as dealers in provisions, before branching out into eateries and bakeries. Unlike their Hindu business competitors who thought it unlucky to have a shop on a street corner, the Iranis believed the opposite. Many Irani cafés were set up at corners so as to be visible from both sides of the street, while getting ample fresh air and light by being open to the intersection. These spacious restaurants are distinguished by their old wood furniture and glass top tables with the menu visible underneath. Their clientele came from immigrant labourers who needed cheap, basic meals.



Today, very few Irani cafés remain in the city, among them Kyani & Co., set up in 1904, near Metro Cinema, and Yazdani Restaurant at Fort market. '*Brun maska and chai*', a simple meal of bread and butter served with tea, remains their specialty.

From the 1970s onwards, the Irani cafés started facing competition from south Indian *Udupi* restaurants. These Udupi restaurants were set up by migrants from the district of Dakshina Kannada in Karnataka (of which Udupi is a part), to cater to other migrants from the region. Café Mysore in Matunga, started in 1936, is the oldest south Indian restaurant in the city. It brought the *Udupi* culture to the city when A. Rama Naik took over the restaurant in 1970. Today, these restaurants are fast disappearing, due to rising costs and changing tastes. Gujarati, Marwari, Jain



Mumbai's street food and Sindhi restaurants, and several other regional cuisines can be found in the city as well. Besides the formal restaurants, Mumbai is also well-known for its street food culture. The city's street food probably evolved to feed its large working class population who had to eat on a budget. The *vada-pav*, sometimes called the Indian burger, is the most famous representative of the city's street food.

Today, many of Mumbai's authentic eateries face competition from well-known fast-food chains. Despite this, for visitors to the city, these eateries, along with the street-side stalls, are the best place to experience the myriad flavors of Mumbai.

Nursery of Indian Cricket

Mumbai is passionate about its cricket, and it is not uncommon to glance into one of the narrow by-lanes of the city only to find a game of *gully* cricket in full-swing. Many cricketing greats, among them Sachin Tendulkar, Sunil Gavaskar and Vijay Merchant, have taken their first steps in the city's maidans. One maidan in particular – Shivaji Park, Dadar, which came up in 1937 – stands out as the cradle of Mumbai cricket.



Mumbai's association with the gentleman's game goes far back. Cricket was being played in the city's maidans since British colonial times. It was the enterprising Parsi community that first took to the game, after being fascinated by the sight of English soldiers playing cricket from across the ropes in a cordoned-off part of the Esplanade (as Azad Maidan was called then).

Cricket on the Oval Maidan

The Parsis started the first cricket club, the Oriental Cricket Club, in 1848. For unknown reasons, it didn't survive long and was replaced by the Young Zoroastrians Club from 1850. The Parsis slowly but surely began to excel in the sport. Other communities soon followed suit, with the Hindus setting up their own club in 1866. The Bombay Gymkhana was set up in 1875 as an exclusive European-only sports club. Though several informal European clubs already existed, the gymkhana fulfilled their need for a formal clubhouse. It was on the gymkhana ground that the first ever test in India was played in 1933-34 against England.

Presidency matches between the Europeans of the Bombay Gymkhana and the Parsis of the Zoroastrian club were played annually between 1895 and 1906, the venue alternating between Bombay and Poona. The Hindu community began to participate from 1907 and the event was dubbed the Triangular tournament. When the Muslim community joined in 1912, it became the Quadrangular tournament. Finally, in 1937, a fifth team comprising Buddhists, Jews and Indian Christians also began to play, making it the Pentangular tournament.

The tournaments were immensely popular and contributed to the spread of cricket in the subcontinent. But they were nevertheless opposed by Gandhiji and other secular-minded persons for their divisive nature, especially in the climate of the freedom struggle which aimed at uniting all Indians. They were eventually discontinued around the time of independence.

Mumbai has two cricket stadiums. Brabourne stadium, which was the first cricket stadium in India, was inaugurated in 1937. Owned by the Cricket Club of India (CCI), it has seen some memorable matches over the years. The Bombay Pentangular tournament was moved here from the Bombay Gymkhana. This stadium saw Sachin Tendulkar make his first double century of first-class cricket in 1997-98 in a match between Mumbai and Australia. Beyond cricket, it has been the venue of Davis cup matches, concerts and even the second Filmfare awards ceremony which was held in 1955.

The Wankhede stadium, just a mile away from the Brabourne, was built in 1974 by the Bombay Cricket Association (now Mumbai Cricket Association), following a dispute with the CCI over the allocation of tickets for matches in the Brabourne Stadium. It quickly eclipsed the older stadium to become one of the most renowned cricket stadiums in the country. The stadium has had its share of glory, one instance being Ravi Shastri's six sixes in an over off Baroda's Tilak Raj en route to the fastest double-hundred in first-class cricket in 1984-85.

Mumbai's cricketing past and present is a major draw for both domestic and foreign visitors. The streets are thronged and there are traffic jams all around the Wankhede stadium on days when major matches are played. The addition of the T20 season, with all the accompanying glamour and hype, to the traditional cricket calendar, has provided another opportunity for tourists to flock to the city on match days to catch the action firsthand.



Wankhede Stadium

Educational hub

Mumbai is an important educational destination within the country. Lack of good institutes in rural areas and tier II cities drives students to the city for education. In addition, many premier institutes of higher education in diverse fields are located in the city, making it a magnet for students from across the country.

Mumbai's educational history goes back to the sixteenth century when Christian missionaries set up the first schools in the islands. However, the education of Indians received a major impetus only when Mountstuart

Elphinstone became the Governor of Bombay in 1819. He desired the participation of educated, enlightened Indians in public administration. His views were progressive at a time when many people were against the idea of educating natives. He founded the Bombay Native Education Society, which went on to set up Elphinstone High School and later Elphinstone College, two of the oldest educational institutions in the state.



Elphinstone College

In 1840, the government created a Board of Education to take charge of educational matters. Although the Board was under European domination, it did include Jagannath Shankarshet, Sir Jamshetji Jeejeebhoy and other Indians as its members. Higher educational institutes came up in the city in the years that followed. The first was the Grant Medical College which opened in 1845. In 1855, the Government Law College, the first of its kind in the country, was set up. In 1857, the state got its first university with the establishment of Bombay University. It is the second oldest university in the country. The establishment of the university formalized the educational structure in Mumbai. Thus, in the middle of the nineteenth century, Mumbai became a leading centre of higher education.

An institute that played an important role in the city's development is the J.J. School of Art, founded in 1857. It is the oldest art school in the country. Its students literally shaped the city by designing many of the landmarks that now define Mumbai's skyline (such as the Prince of Wales Museum and Victoria Terminus).

With the development of Mumbai as a manufacturing hub, there was a need to provide for trained manpower to serve the industries in the city. The Victoria Jubilee Technical Institute, now the Veermata Jijabai Technological Institute (VJTI) was established in 1887 with just two branches – the Sir J. J. School of Mechanical Engineering and the Ripon Textile School. These branches dealt with the two industries that were of importance to the city at the time. In the post-independence period, IIT (Indian Institute of Technology)-Bombay was set up to serve the needs of the process industries concentrated in the western region of the country.

Festivals in the city

Several festivals are celebrated in Mumbai and though they are associated with specific religions; often the celebrations go beyond the confines of religion, caste and creed.

Of the many festivals celebrated in the city, some have become very strongly associated with the city's identity.

Ganesh Chaturthi



The celebration of this festival dates back to the time when the region was under the rule of Shivaji, the Maratha Emperor. It is said that he introduced the festival to promote cultural harmony. However, the festival remained largely a private affair with each individual family purchasing a Ganesha idol and taking it out in procession for immersion. Occasionally, two or three families would join together for the procession.

Ganesh Chaturthi became the community festival that it is today during the freedom struggle. Lokmanya Tilak introduced Sarvajanic Ganeshutsav as a means of uniting the people and spreading the message of the freedom struggle. In place of private idols, subscriptions were collected on behalf of a residential area or market or organization for the purchase of a large idol. These idols were then placed in mandaps (pavilions) for collective worship. Various song-and-dance events were attached to each mandap, with the songs most often having political overtones. Some of the mandaps were even made the sites of political plays. Whereas previously immersions had taken place on various days of the festival, Tilak sought to have all the immersions take place on the tenth and final day.

He aimed at transforming the processions into a mass political rally that would mobilize all the Marathi people for the cause of independence.

Within a short period of time, the Ganapati festival in its new form had gained widespread acceptance in Mumbai and surrounding areas. Today, the massive processions attract tourists from all over the world to witness the magnificent spectacle.

A particularly famous Ganapati mandal is the one at Lalbaug. It has an interesting story attached to it. In 1932, a market near Peru Chawl in the heart of Lalbaug was shut down. The vendors and fishermen whose livelihood was affected prayed for a permanent place for their market. Their wish was fulfilled when a plot of land was granted to construct a permanent market (today's Lalbaug market). As a mark of gratitude, the traders set up an idol of Ganesha dressed as a fisherman in September, 1934. From that time onward, the idol at Lalbaug or 'Lalbaugcha Raja' began to attract thousands of devotees due to its fame as a wish-fulfilling deity.



Lalbaugcha Raja

Ganesh Chaturthi in Mumbai



Immersion of Ganesh idols



Dahi Handi

Janmashtami is a celebration of the birth anniversary of the Hindu god Krishna. Though celebrated in many states, in Mumbai it is a unique spectacle because of the breaking of the *dahi handi* by *Govindas*. The practice is said to have originated in the eighteenth century in the village of Girgaum in south Mumbai, in the homes of the Pathare Prabhu community.

Usually, the land held by the Pathare Prabhus was very large, called a Wadi. People participating in the occasion went in a procession in and around the Wadi they owned and ultimately came to the main entrance of their mansions. Earthen pots of curd or buttermilk were hung at a suitable height at the entrance to the mansions. All the female members of the family as well as those of the servants would be waiting at the entrance to receive the procession. Usually these processions were accompanied by a chariot emblazoned with scenes from the life of Lord Krishna, along with a band of *lezim* players and drummers. Once the procession reached the entrance of the mansion, all the members of the procession would collect under the handi and form a human pyramid. A child from the owner's house sitting in the chariot as Lord Krishna then climbed the pyramid and broke the pot. Onlookers, particularly women, would throw water to make the process difficult, in reminiscence of the way the *Gopicas* are believed to have tried to save their curds and butter from the young Lord Krishna and his friends.

This tradition continued until the village began to be transformed as part of the modern day city. The big land holdings were reduced to narrow link roads, though they were still called wadis. The Pathare Prabhus started to move out of the area. But Dahi Handi was still celebrated, though in a modified form. Chariots were abandoned and only Govinda teams remained. They started moving in trucks and some boys moved on their motor bikes and scooters along with the trucks. They carried with them water and other requisites. With time, professional groups were established and cash prizes began to be offered as incentives. Today the celebration is in some ways similar to an organized sport.

DahiHandi, Mumbai



Mumbai has been the pioneering city of India in many respects and some of the important 'firsts' that took place in the city are listed on the next page.

When these innovations were first introduced in the city, they attracted much interest due to their novelty. They were, and some of them still are, on the 'must-see' list of tourists visiting the city.

'Firsts' in Mumbai



16th April 1853

- First passenger train in the country ran between the present-day Chhatrapati Shivaji Terminus and Thane, a distance of 21 miles



1928

- Juhu Aerodrome founded as India's first civil aviation airport
- J. R. D. Tata made India's maiden voyage from Juhu airport to Drigh Road airstrip, Karachi, via Ahmedabad, on 15 October 1932, in a two-passenger "Puss Moth"



1951

- Taraporewala Aquarium, near Charni Road railway station, formally opened by the first President of free India, Dr. Rajendra Prasad
- The first of its kind in the country, immediately a big draw for visitors



1986

- Essel world, one of the first amusement parks in India, started at Gorai
- Water Kingdom section added in 1998
- Essel World: India's largest amusement park & Water Kingdom: Asia's largest theme water park



September 1999

- Crossroads, now renamed Sobo Central, the first modern shopping mall in India, was opened in Mumbai
- Heralded the spread of the mall culture in the city



5th April 2000

- Mumbai-Pune Expressway was opened to traffic
- India's first six-lane concrete, high-speed, access controlled tolled expressway, it introduced new levels of speed and safety in automobile transportation to Indian roads



2009

- The Bandra-Worli Sea Link, officially the Rajiv Gandhi Sea Link, became the newest landmark in Mumbai
- India's first cable-stay, open sea bridge, it spans 600 m in length and 126 m in height (equivalent to a 43 storied building)

GEOGRAPHICAL PATTERNS

- Over the centuries, the original 7 islands of Bombay and 4 islands of the Salsette group have been merged to form the present-day Greater Mumbai
- The reclamation work has completely altered the geography of the city
- This chapter examines the physical features of Mumbai – the landforms and water bodies

Mumbai lies on what were formerly two groups of islands, stretching southward of the Ulhas estuary.

The southern group currently referred to as Mumbai Island City, originally consisted of seven separate islands. Since the 17th century, these islets have been joined through drainage and reclamation projects, as well as through the construction of causeways and breakwaters to form one landmass.

The northern island group - known as the Salsette group, on which the present Mumbai Suburban District is situated, also consisted of a similar group of seven islands. The district is named after the main and the largest island of the group. These islands remained separate till the beginning of the nineteenth century.

Today, Mumbai city comprises the merged seven islands of the Island City and four islands of Mumbai Suburban District. Mumbai continues to develop essentially on reclaimed lands.

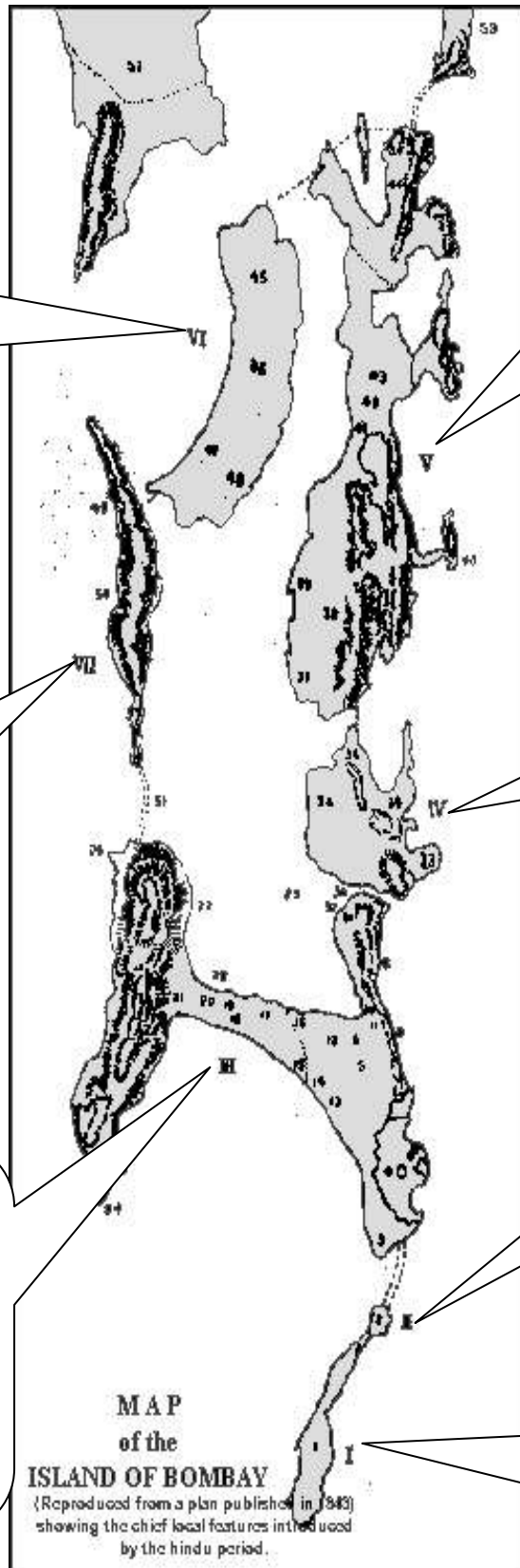
Location:

- Mumbai lies on the western seaboard of India between $18^{\circ} 53'$ and $19^{\circ} 19'$ north latitude and between $72^{\circ} 47'$ and $72^{\circ} 59'$ east longitude.
- It has an east-west extent of about 12 km where it is broadest, and a north-south extent of about 40 km.
- The city is surrounded on three sides by water.



Topography:

The original seven islands of Bombay



Mahim: A sandy desert, it was perhaps the only low, flat plain in the entire cluster.

Worli: A rocky ledge separated from Bombay by a wide stretch of sea.

Bombay: The largest in the group. Its western prong was dominated by a single ridge covered with rough tropical jungles. The central and eastern part was low-lying ground, with a rocky ridge in the north.

Parel: An island with a broken coast line. Extensive stretches of it were entirely covered by tidal marshes.

Mazagaon: Part hill, part dale, this island was full of coconut groves.

Old Woman's island: A very small, almost triangular island, sometimes called 'Little Colaba'

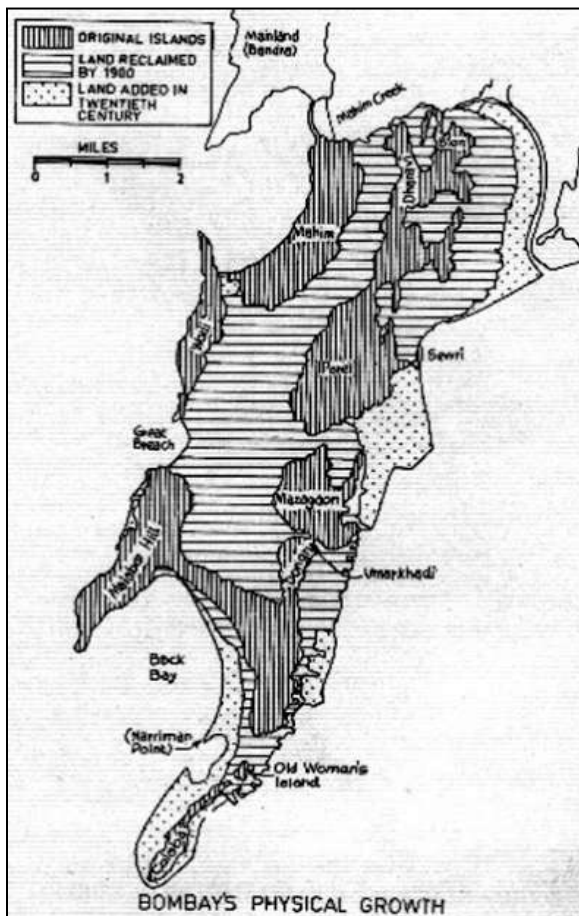
Colaba: A narrow tongue of rocky land that extended further south in the form of a few submerged reefs beyond Colaba Point

In between the original seven islands was a fairly wide, shallow creek, into which the seas around poured during the high tides, and flooded the low-lying stretches of all islands. This turned the area between the islands into a swamp, making travel between them hazardous. This was one of the reasons why the British undertook the work of reclamation. Another reason was the increasing demand for land after Bombay had been transformed into a major trading hub.

The reclamation work which began in the 16th century and continued even after independence completely altered the geography of the area through the razing of hills for the filling of breaches, the distortion of surface drainage and the filling up of water bodies and marshes.

Mumbai today consists of a low-lying plain at sea level and the average altitude ranges from 10-15 meters. However, the city still boasts of small rolling hills such as Malabar hill, Antop Hill, Pali hill and Worli hill, among others.

The amalgamation of the islands and changed topography



Bays: Back Bay is the largest bay in Mumbai, followed by Mahim bay. The coastline of Back Bay is like an inverted 'C' scaling 4 km in length. Marine Drive is located along this stretch. Worli Bay lies to the north of Marine Drive.

Lakes: The lakes situated within the metropolitan boundaries are Powai, Tulsi and Vihar Lake. Lakes Tulsi and Vihar are based within the premises of Sanjay Gandhi National Park and are the source of drinking water for some parts of the city.

Rivers: Mumbai has four main rivers – the Dahisar River, the Mithi River, the Oshiwara River and the Poisar River. One branch of the Ulhas River flows around Mumbai.

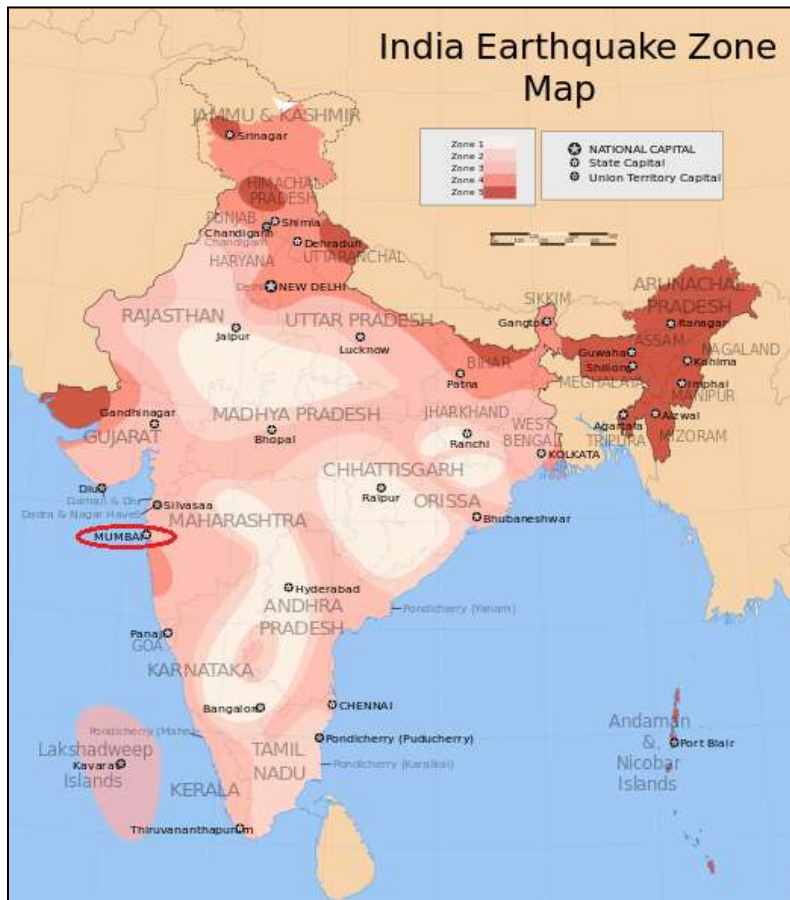
- The Dahisar River is located in the northern suburbs of Mumbai and originates in the Tulsi Lake in the Sanjay Gandhi National Park.
- The Mithi River is a confluence of tail water discharges of Powai and Vihar lakes. The river originates at Powai and meets the Arabian Sea at Mahim Creek, covering a distance of about 15 km. The river is a natural drainage channel which carries the excess waters during the monsoons.
- Oshiwara River begins in the Aarey Milk Colony of Mumbai, cuts through the Goregaon hills, across the Aarey Milk Colony before emptying into the Malad Creek.
- The Poisar river begins in the Sanjay Gandhi National Park and empties into the Marve Creek and finally into the Arabian Sea.

Creeks: There are several creeks in Mumbai. The Vasai creek and the Thane creek separate Mumbai from the Salsette Island. The other creeks in Mumbai are the Malad creek, Mahim creek, Gorai creek and Mahul creek.



Soil cover: Due to proximity to the sea, the soil cover of in the city region is sandy to large extent. The underlying rocks of this area are made up of Black Deccan Basalt flows, their acid and some basic variants. In the suburbs, the soil cover is largely alluvial and loamy.

Seismic Zone: Mumbai is situated on a seismically active zone, where three fault lines are present. The area is classified as a Seismic Zone III region, which means an earthquake of magnitude up to 6.5 on the Richter-scale may be expected.



Impact on tourism:

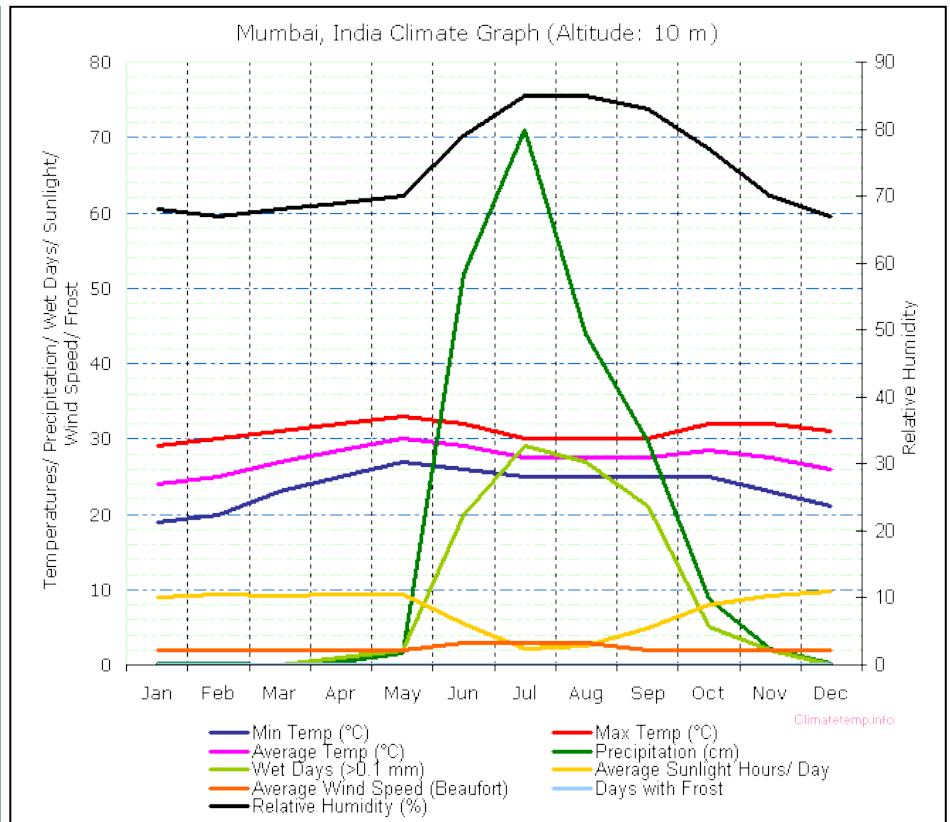
Rating:	★ ★ ★
Mumbai's physical features provide several opportunities for tourism	

LEGEND	
Good	★ ★ ★
Average	★ ★
Poor	★

- The city's extensive coastline has potential for the development of cruise tourism, while its many beaches and waterfronts are already tourist magnets.
- Nature tourists are attracted to Mumbai every summer, when migratory water birds flock to the city's mudflats and mangroves.

CLIMATE

- Mumbai weather is hot and humid for most parts of the year
- The average temperature in Mumbai is 27.3 °C (81 °F)
- Relative humidity ranges from 61% to 87%
- Dec – Feb: cold season
- March – June: summer
- June – Sep: monsoon
- Oct – Nov: post-monsoon season



Source: www.mumbai.climateemps.com

Mumbai has a tropical humid climate.

Seasons:The city does not experience distinct seasons, but the climate can broadly be classified into three seasons. The cold season from December to February is followed by the summer season from March to June. The period from June to about the end of September constitutes the south-west monsoon season, and October and November form the post-monsoon season.

Temperature:The average annual temperature in the city is 27.3 °C. In the suburbs, the daily mean maximum temperature ranges from 29.1 °C to 33.3 °C while the daily mean minimum temperature ranges from 16.3 °C to 26.2 °C. However, in summer, the temperature at times rises much higher – the highest in recent years being 41.3 °C in March, 2011.

Humidity:Relative humidity ranges from 61% to 87% being the highest in the monsoon period. During the winter months (November-January) relative humidity ranges from 61% to 72%.

Rainfall:Almost 60% of the average rainfall occurs in July and August, though figures vary considerably from year to year.

- July is the rainiest month, usually receiving more than one-third of the annual rainfall. The average monthly rainfall for July alone during 2004-2008 was 851.2 mm – higher than London’s average *annual* rainfall of 611 mm.
- 50% of the rainfall is sometimes received in just 2-3 events. The highest rainfall recorded in a single day was 944 mm at Santa Cruz (1200 mm is the average annual rainfall for India) on July 26, 2005.
- Probability of flooding is high when rainfall exceeds 100 mm on a given day. The problem of flooding becomes acute when heavy rainfall coincides with high tide of more than 4.5 meters.

Storms: Prior to the monsoon (May/June) and during the post-monsoon months (October/November) storms and depressions from the Arabian Sea may cause widespread heavy rain and gusty winds. However, the city has not experienced a cyclonic storm in many years.



Impact on tourism:

Rating:	★ ★
- The mild winter is favourable for tourism	
- The oppressive summer heat and heavy monsoon rains deter tourists for most parts of the year	

LEGEND	
Good	★ ★ ★
Average	★ ★
Poor	★



The pattern of tourist arrivals in Mumbai is largely determined by the city’s climate. The peak season for tourism in Mumbai is October to February, when temperatures are mild and humidity is low.

TRANSPORT

GETTING IN

- Mumbai's international airport receives about 35% of the foreign tourist arrivals in India
- 5 National Highways connect Mumbai to all major Indian cities by road
- The Western and Central Railways operate several long distance trains to and from the city

Mumbai is easily accessible for both domestic and foreign tourists, being well connected to other destinations by air, road and rail.

By Air: Mumbai's Chhatrapati Shivaji International airport (CSIA) is one of the busiest airports in the country. It receives about 35% of the foreign tourist arrivals in India. In FY 2012, it handled 30.75 million passengers. It is ranked as the world's third best airport by the Airport Council International (ACI).

It consists of two terminals – terminal 1 (domestic terminal) and terminal 2 (international terminal). These two terminals share common airside facilities but are about 4 km apart.



- **By Road:** The city is well-connected to other parts of the country via road. The city is served by NH (National Highway) 3 (Nashik, Indore, Gwalior and Agra), NH 4 (Bangalore and Chennai), NH 8 (Delhi via Gujarat and Rajasthan), NH 17 (Goa and Kerala), NH 222 (Andhra Pradesh) and the Mumbai-Pune Expressway.

- **By Rail:** Trains arrive in Mumbai from all over India. The city is the headquarters of two of Indian Railways' zones – the Central Railway and the Western Railway.
 - ❖ The Central line provides connectivity to southern India, eastern India and parts of north India. The key stations are Chhatrapati Shivaji Terminus (CST), Lokmanya Tilak Terminus and Dadar Terminus.
 - ❖ The Western line connects to the western states of Gujarat, Rajasthan and some parts of north India. The main termini are Mumbai Central and Bandra Terminus.
 - ❖ The Konkan Railway connects Mumbai to Mangalore along the western coastline. The Dadar Terminus is the destination for this line.



- **By Sea:** Apart from close by places like Alibaug and Murud, there are no passenger ships/ferries to other coastal cities. There are a few cruises but they do not ply on a regular basis.

Impact on tourism

Rating:	★★★
-	Connectivity is very good
-	Amenities at transport termini are poor

LEGEND	
Good	★★★★
Average	★★★
Poor	★★

- One of Mumbai's key strengths is its connectivity with other parts of the country and the world. However, much needs to be done to improve the tourist experience on arrival in the city.
- The major transport termini lack passenger amenities such as cloakrooms, well-maintained restrooms with attached bathrooms, and information kiosks. The absence of these amenities, which are staples in most world-class cities, is a poor reflection on Mumbai's image.

TRANSPORT

GETTING AROUND

- Mumbai has one of the most extensive and efficient transport systems in India
- 80% of the city's commuters depend on public transport – the Suburban Rail System and BEST buses
- The city is also serviced by taxis and autorickshaws, and ferry services are available at select locations

Mumbai has a well-developed public transport system. The city is serviced by the suburban railway, BEST (Brihanmumbai Electric Supply and Transport) buses, taxis and autorickshaws. Ferry services are available at select destinations.

Due to traffic congestion, parking constraints and long distances, public transport is the preferred mode of travel with 80% of the city's commuters depending on it.

Daily journeys by train	6.5 million
Daily journeys by bus	4.7 million
Total daily journeys by public transport	11.2 million
Daily journeys by intermediate public transport	1.4 million
Daily journeys by other modes (walk trips, cars)	1.4 million
Total daily journeys	14 million

Source: Disaster Risk Management Master Plan – City Profile: Greater Mumbai, 2010

- **Mumbai Suburban Railway:** The local trains ('locals') of the Mumbai suburban railway are the backbone of the city's transport system. There are three lines that run in the city – the Western Line, the Central Line, and the Harbour Line.
 - ❖ The Western Line runs from Churchgate to Virar, connecting the city and the western suburbs.
 - ❖ The Central Line runs from Chhatrapati Shivaji Terminus (CST) to Kalyan, with some trains going beyond to Karjat, Kasara and Khopoli. The interchange point between the Central Line and the Western Line is Dadar.
 - ❖ The Harbour Line runs from CST to Wadala station before it bifurcates into two. One branch runs to the eastern suburbs and Navi Mumbai, up to Panvel. The interchange point of this line with the Central Main Line is Kurla.

The other branch meets Mahim on the Western Line, and then runs parallel up to Andheri.



- **Buses:** The major public bus service provider in the city is BEST. It operates in almost all parts of the metropolis, as well as parts of Navi Mumbai, Mira-Bhayandar and Thane. In 2012, the BEST had a fleet of 4,680 buses, which was later reduced to about 4,480. Its fleet includes single and double-decker buses and AC Kinglong buses.

For visitors to the city, the *Mumbai Darshan* is a tourist bus service which explores numerous tourist attractions in Mumbai.

- **Taxis:** Taxis enable passengers to enjoy a higher degree of comfort as compared to bus or train travel.
 - ❖ There are around 37,000 black-and yellow meter taxis that operate in the city. These taxis ply throughout Mumbai but have monopoly existence from Churchgate to Bandra and CST to Sion (where autorickshaws are not allowed).
 - ❖ For more comfortable travel, there are blue and silver air-conditioned taxis or 'cool cabs' and branded taxi services, offered by players such as Meru cabs and Priyadarshini cabs.



Taxis



Cool cab

BEST bus

- **Autorickshaws:** These three-wheelers operate beyond Bandra and Sion in the western and central suburbs respectively. There are 106,000-odd autorickshaws in the city. Cheaper than cabs, they are the most widely used public transport within the suburbs.
- **Ferry:** Ferry services form the last mode of local conveyance.

- ❖ Ferry services are available from Gateway of India to Elephanta caves and nearby areas of Alibaug, Rewas and Mandwa.
- ❖ Gorai Beach and Essel world are reached via ferry from the Gorai jetty in Borivali.
- ❖ The Versova jetty near Andheri is popular for getting across to Madh Island, Erangal, Aksa and Marve.
- ❖ Ferry services are also available between Marve Jetty (Malad) and Manori jetty.



Ferry service

Impact on tourism

Rating:	★
Overcrowding, poor cleanliness, absence of commuter amenities/facilities, safety concerns and rude behavior of service providers are the major issues	

LEGEND	
Good	★★★
Average	★★
Poor	★

Mumbai's public transport is the lifeline of the city. However, the transport services are far from being tourist friendly.

- The cleanliness levels at most railway stations leave much to be desired, while basic passenger amenities such as toilets are unusable.
- On many stations, senior citizens and women commuters have a great difficulty in boarding and alighting from trains because of the low height of the platforms. This often leads to accidents.
- The new BEST bus stops have inadequate seating facility. The switch to the new stops has also been incomplete. At several locations, the bus stop is nothing more than a metal pole with a small board on top, with minimum lighting arrangement.
- The city's bus stops do not display bus route information, making bus travel confusing for tourists.



One of the several bus stops in the city that lack shelter and seating facility for

- Old and ramshackle taxis and autorickshaws still ply on the city's streets, despite recent drives to replace them. As compared to a few years ago, their numbers have greatly fallen, but those that remain pose a threat to commuters' safety.
- Taxi and autorickshaw drivers often take advantage of unsuspecting tourists by charging exorbitant fares. Refusal to ply is also a common complaint.

TRANSPORT INFRASTRUCTURE

- Mumbai has 21st Century traffic running on 19th Century infrastructure.
- This section examines the current status of transport infrastructure in the city and its impact on tourism.

If Mumbai is to attain the 'tourist friendly' tag, in addition to the provision of transport services and amenities, soft skills of service providers need to be developed. Taxi and autorickshaw drivers and bus conductors require training on how to interact with tourists. Mumbai may have one of the more extensive and efficient transport networks within India, but its infrastructure is woefully inadequate by world-class standards.

Road infrastructure:

Road length in Mumbai (km)	
Island City	506.468
Western Suburbs	927.653
Eastern Suburbs	507.051
Total	1941.172

Source: MCGM

Between 2005 and 2012, the city's vehicle population grew by over 50% but the city's roads grew by barely 10-11%

Mumbai's streets cover only about 11% of its surface, compared to 21% in Delhi and 22% in New York City.

- Three North-South arterial roads (Western Express Highway, Eastern Express Highway and Sion - Panvel Highway) are the backbone of the road transport system in Mumbai.
- Cross road links are less developed. The streets in most parts of the island city are old and narrow, and their capacity is seriously reduced by lack of appropriate management of traffic and parking.
- The riding surface of the roads deteriorates during the monsoons, necessitating routine maintenance. Further, the digging of roads for laying of utility lines throughout the year, and the subsequent restoration work, leaves the roads in a bad condition.
- Traffic congestion during peak hours in some parts of the city is so high that speeds come down to a crawling 6 to 8 km/hr. This is especially seen in the areas of Sion, Dadar and Bandra.

Vehicle to Population Ratio = 1:3

In India's most populous city, this indicates a high level of congestion.

Rail infrastructure:

- Mumbai's railway system caters to north-south traffic, and the average trip length is longer than the bus system.

Mumbai Suburban Railway System <i>Quick Facts</i>	
Route length	470 kms
No. of train services per day	2342
No. of daily commuters	> 7 million

- The trains have sets of 9, 12 and 15 cars.
- The total passenger traffic in the suburban rail system of Mumbai has increased six-fold since inception, while capacity has been augmented by only about 2.3 times. As a result, each train on an average carries around 4,500 passengers against the desired average capacity of 1,750 passengers.
- Water logging of the tracks during the monsoon is an annual occurrence, leading to train delays and cancellations.
- The passenger amenities at stations are in urgent need of improvement.
 - Badly maintained stations, serpentine queues for tickets and dirty toilets are common at most stations.
 - The coupon and automatic ticket vending machines often do not work causing great inconvenience to commuters.
 - As per a survey by the Mumbai Rail Vikas Corporation, a commuter has to spend an average of 20 minutes in line to purchase a second class ticket.

Mumbai suburban trains have the highest passenger density in the world at 11-13 persons per sq. meter



➤ Traffic jams due to vehicle congestion and road construction deter tourists from exploring the city.

➤ While experienced locals may be undeterred by packed-to-capacity suburban trains, for visitors to the city, travel during peak hour in the direction of the rush is impossible.



Poorly maintained Western Express Highway

➤ Most of India's international visitors use Mumbai as the transit port of entry and exit. This captive audience can be transformed into tourists. However, if the city is to attract these potential visitors, its transport infrastructure needs to be brought up to world-class standards.

Rating:	★
Infrastructure is highly inadequate and poorly maintained	

LEGEND	
Good	★★★
Average	★★
Poor	★

TRANSPORT INFRASTRUCTURE

Key Projects

- This section briefly outlines the projects planned and/or being implemented to upgrade the city's transport infrastructure

The three main problem areas in the city's transport infrastructure are:

- a) Severe north-south congestion on the western and central railway lines and the key arterial roads.
- b) Lack of east-west connectivity within the city
- c) Poor connectivity between the city and the hinterland.

Some of the key project planned and/or being implemented to address these issues are:

MRTS (Mass Rapid Transit System) or Mumbai Metro

- **Description:** The main objective of this project is to provide mass rapid transit services to people within an approach distance of 1 to 2 km, and to serve the areas not connected by the existing Suburban Rail network. 146 km of rail network will be added under this project.



- **Current Status:** The Versova - Ghatkopar line of the Metro is expected to become operational by December, 2013. It will provide a vital east-west link and reduce travel time from 90 minutes to just 20 minutes

MUTP (Mumbai Urban Transport Project)

- **Description:** This project has road and rail components and is being implemented with World Bank funding. The thrust of the project is to improve the suburban rail system, with moderate investments in expansion of the bus fleet, construction of new roads, rail over bridges and pedestrian grade separators, and station area traffic improvements.
- **Current Status:** The project has been planned in three phases. The rail component of Phase-1 has been completed. Of the major road components of MUTP-1, the Santacruz - Chembur Link Road is still under construction. MUTP-2 is under way, while Phase-3 is in the planning stage.



15-car local train introduced on Western Railway under MUTP-1

MUIP (Mumbai Urban Infrastructure Project)

- **Description:** It is aimed at enhancing Mumbai's road network. This project focuses on building flyovers/elevated roads, road over bridges (ROBs), subways, bus corridors and new bus terminals/depots on key north-south and east-west links. It also focuses on improving the station areas.
- **Current Status:** Several projects are included under MUIP. While many have been completed, several others are still in progress.

Western Freeway

- **Description:** This project was proposed to ease congestion on the Bandra - Cuffe Parade corridor through the construction of a sea-link.
- **Current Status:** The first phase of the project, the Rajiv Gandhi Sea Link, which links Bandra and the western suburbs of Mumbai with Worli and central Mumbai, has been completed. The second phase which will connect the Worli end of Rajiv Gandhi Sea Link to Nariman Point and further to Cuffe Parade has come into several hurdles and work is yet to be started.



Bandra-Worli Sea link (officially known as the Rajiv Gandhi Sea Link)

International Airport at Navi Mumbai

- **Description:** Mumbai's only airport, the Chhatrapati Shivaji International Airport, is approaching saturation in terms of passenger handling capacity. The proposed airport at Navi Mumbai will be able to increase capacity by handling an additional 40 million passengers a year.
- **Current Status:** Construction is being held up due to environmental issues.

Monorail network

- **Description:**The objective of the Monorail system is to cover areas not serviced by the suburban rail system and the metro rail system; and areas where widening of roads is not possible due to structures on either side. As compared to other systems, the Monorail produces less noise and is eco-friendly, making it suitable for dense residential areas.
- **Current Status:**Following a successful trial run in February, the Chembur – Wadala corridor is expected to become operational in August 2013. It will be India's first monorail route.



Passenger water transportation

- **Description:**Passenger water transport along the east and west coast of Mumbai has been envisaged as a long term measure to relieve the pressure on the city's overloaded rail and road systems.
- **Current Status:**The proposed projects are still in the approval stage.

Mumbai Trans Harbour Link (MTHL)

- Description:** This project aims at augmenting the capacity of arterials linking Greater Mumbai to the rest of the metropolitan region. Under Phase I, a 22 km road bridge from Sewri to NhavaSheva will be constructed, which will be linked to the Mumbai-Pune Expressway in the east, and to the Western Freeway in the west. A broad gauge double track from Sewri to NhavaSheva will be constructed in Phase II.



- Current Status:** Work on the project is expected to start by end-2013

Impact on tourism

Rating:	★ ★
-	The projects are expected to improve the transport situation in Mumbai
-	But delays in project completion are a persistent problem

LEGEND	
Good	★ ★ ★
Average	★ ★
Poor	★

- The various projects in the pipeline, once completed, are expected to greatly improve the travel experience in the city. However, a key issue across all projects is the delay in the completion of work. Most of the projects have long since exceeded their expected deadline.
- The city's travel woes get worse with every passing year and though plans have been formulated, speedy implementation is now the need of the hour.

SOCIO-ECONOMIC ASPECTS

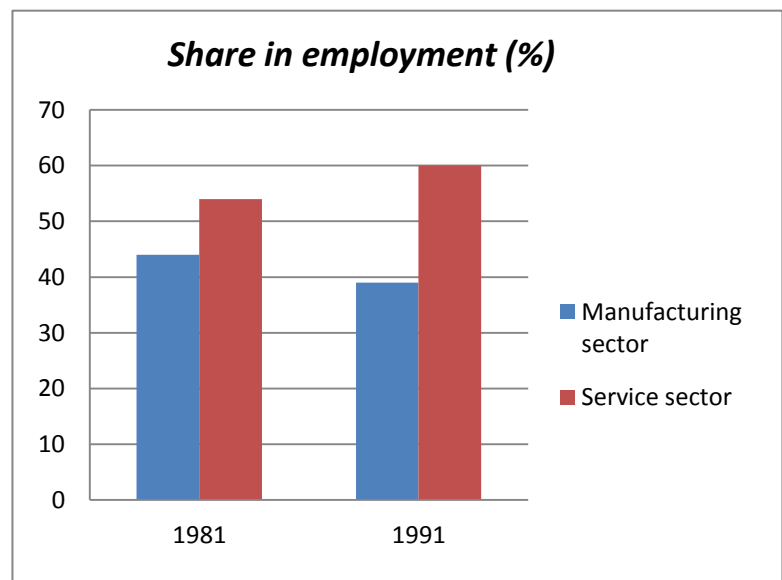
- The service sector (both formal and informal) accounts for three-fourths of the jobs in the city
- More people are employed in the informal than the formal sector
- Mumbai is a rich city by Indian standards, but there is wide income disparity between the rich and the poor
- Ethnic and religious diversity, largely due to migration, give Mumbai a unique culture.

Mumbai's economic growth has closely shaped the urban fabric of the city. As Mumbai's economy passed through various stages – from being primarily a sea port; to a manufacturing hub; to a financial, commercial and entertainment centre – it left a lasting impact on people's lifestyles, standard of living and the culture of the city.

Occupational distribution:

- Up to the 1980s, the manufacturing and industrial sector, particularly the textile industry, was the main provider of employment in the city.
- The prolonged mill workers' strike in the early 1980s triggered the closure of the textile mills. Subsequently, there was also a large scale relocation of engineering, chemicals and pharmaceutical industries from Mumbai to locations elsewhere.

- With the economic liberalization of the 1990s, the service sector received an impetus.
- Over time, the service sector displaced the manufacturing sector as the city's main employer.
- The service-based businesses are mainly in sectors like finance, IT, telecom, tourism, entertainment, advertising and communication, etc.



At present, the service sector provides around two-thirds of the jobs in Mumbai

Informalisation of employment in the city:

- The displaced mill and other manufacturing workers had to turn to the unorganized sector for employment. The growth of formal-jobs in the service sector was not adequate enough to absorb them. In addition, most of the new jobs created in the formal sector were only accessible to those with specific and specialized skill-sets.
- Migrants continued to pour into ‘the city where no one goes hungry’, attracted by the rapid growth post-liberalization. But unlike earlier times, there were no mills or factories to absorb them. Hence, right from their arrival they were forced to join the informal sector.
- Employment in the informal sector started growing at a faster rate than that in the formal sector resulting in its share of total employment increasing over time.
- The wide income disparities so blatantly visible in the city at present have a background in this informalisation of labour.
- There is hardly any regulation of working conditions in the informal sector and social security is virtually non-existent. The living standards of the workers are low, and often they are paid less than the stipulated minimum wages.

Employment in six key sectors in Mumbai in 2012:	
Sector	% of total employment (2012)
Financial and business services	16.5
Manufacturing	8.9
Wholesale and retail	22.4
Construction	3.1
Health	5.5
Hospitality and tourism	10.9

It is estimated that at present, around 68% of the city's workforce is employed in the informal sector

Source: Cities of Opportunity, PwC (2012)

Income distribution:

- As compared to the rest of India, Mumbai is a rich city. An average middle class person in Mumbai is wealthy by Indian standards.
- Mumbai's annual per capita income in 2010-11 was Rs. 1.41 lakh (at current prices). This was higher than Delhi's which was Rs. 1.35 lakh. In fact, the per capita income in Mumbai was higher than that of the rest of Maharashtra (which was Rs. 87,686), as well as India (which was Rs. 53,331).
- However, these figures do not reveal the wide income disparity in the city where both extreme wealth and absolute poverty are clearly visible.
- Mumbai ranks 6th among the top 10 countries with the most billionaires in the world, yet it also has the dubious distinction of having 20% of its population, or 1 in 5 Mumbaikars, below poverty line.

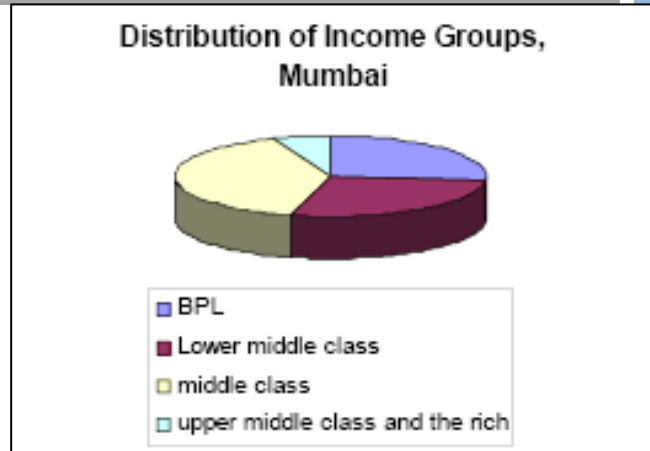


High rise buildings are seen behind a slum in Mumbai

Mumbai, allegorically speaking, is actually two cities: a city of the 'haves', and a city of the 'have-nots'

- *Mumbai Human
Development Report
2009*

- The post-liberalization period saw the rise of the 'Great Indian Middle Class'. Nowhere was this trend more evident than in Mumbai.
- Incomes rose and a new culture of consumption emerged. However, a large section of the population – the urban poor– was left out of this growth story.



Source: UN-HABITAT

- Mumbai's poor are found in the numerous slums that dot the city, in the decrepit *chawls* and on the pavements.
- The island city area has around 17% of the slum population, the western suburbs have 58% and the rest are in the eastern suburbs.
- These slums have mushroomed as a result of the influx of migrants, coupled with lack of affordable housing for the poor.
- As per the Mumbai City Development Plan 2005-2025, the average monthly household income in the slums was Rs. 3000 and 40% of slum-dwellers were below the poverty line.



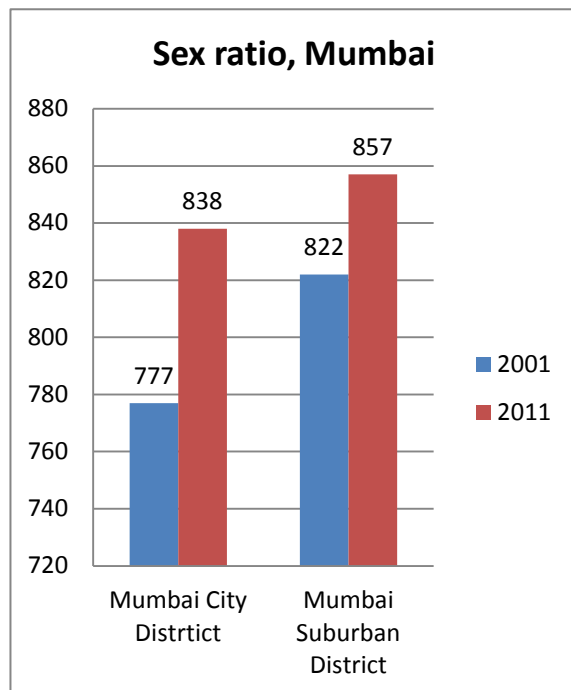
60% of the city's population live in slums which occupy only 6% of the land

Slum dwellers live in cramped, unsanitary conditions without access to even basic civic amenities

Age structure:

The age-group wise population breakup from Census 2011 is not yet available. As per the 2001 Census, Mumbai's population is relatively young, with 68% of the population under 34 years of age. Only 6.5% of the total population is above 60 years.

Sex-ratio:



The sex ratio (females per 1000 males) in Mumbai city is 838 and in Mumbai Suburbs it is 857. This is lower than that of Maharashtra (925) as well as India (940).

Sex-selection due to a preference for the male child is a problem even in this modern city.

However, as migration plays an important role in population growth of Mumbai, the skewed sex ratio can also partly be explained by the tendency of males to migrate first, leaving behind their families in the villages.

Literacy rate:

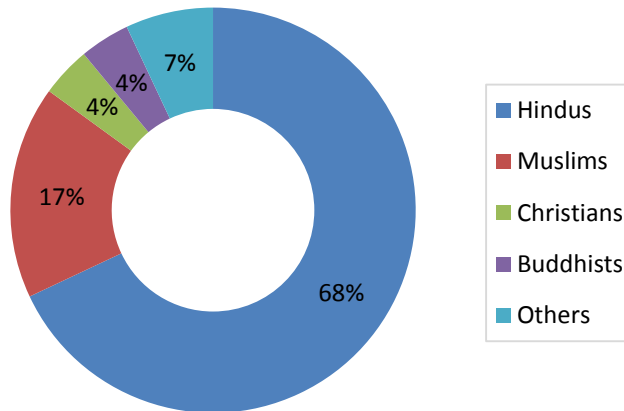
Source: Census of India, 2011
Mumbai's suburban district is the most literate area in Maharashtra with 90.90% literacy rate according to the 2011 census.

Literacy rate (%) as per Census of India, 2011			
	Male	Female	Overall
Mumbai city district	90.54	86.03	88.48
Mumbai suburban district	94.28	86.93	90.90

Microcosm of India: Religious and ethnic diversity

- Mumbai is a city of many faiths. It is a city where religious conviction and secularism go hand in hand.
- Over the decades, people from all over the country have migrated here, making the city a 'mini-India'.

Religious composition, Mumbai



Over 50% of the population in Mumbai is of non-Maharashtrian ethnicity

- Due to the ethnic diversity, a variety of languages can be heard in the city. Most educated Mumbaikars know English, Hindi and Marathi, often in addition to a regional language.
- The city has also evolved its own distinctive style of speech – the '*Bombaiyya* Hindi' used on the streets.
- People from diverse backgrounds find it easy to assimilate into the urban fabric of the city. Yet they retain the distinctive practices of their place of origin.
- The plurality of religions, ethnicities, languages and cultural traditions makes Mumbai a truly cosmopolitan city.

Life in Mumbai

- Mumbai's culture and lifestyle have changed with the changing times. The slow grind of the mill days has given way to life in the fast lane, fuelled by stress and fast food.
- Today, tradition and modernity co-exist in the city, giving it a unique character. Vibrant festivals like Ganesh Chaturthi and DahiHandi bring out the community spirit and are reminiscent of the slowly fading *chawl* culture – a time when neighbours lived so close that they couldn't help but care about each other. At the same time, the city's thriving nightlife caters to its westernized youth.
- Mumbai is the celluloid capital of India and glitz and glamour dominate the lifestyle in the more cosmopolitan areas. It is but natural that the city which is the home of Bollywood superstars is also the trendsetter when it comes to fashion.

- The various fashion shows held in the city, and most notably the Lakmé Fashion Week, cement Mumbai’s position as the destination for the fashion conscious.
- Every area in the city has its own unique subculture. Within the urban landscape itself, *gaothans* such as Khotachiwadi provide a rural experience.
- The city’s social and cultural calendar is chock-a-block with events of a varied nature. From religious festivals to cultural events such as the Prithvi Theatre Festival; to new additions like the Mumbai International Motor Show, Mumbai has something to offer everyone, all the year through.



Clockwise from top-right: Prithvi Theatre Festival poster, Mood Indigo: IIT-Bombay (Asia’s largest college festival), Bandra Fair

Impact on tourism

Rating:	★ ★ ★
<ul style="list-style-type: none"> - The diversity of cultures, religions and festivals is a strong pull factor for tourists - However, blatant income disparity and poverty is a shameful problem that needs attention 	

LEGEND	
Good	★ ★ ★
Average	★ ★
Poor	★

TOURISM DRIVERS OF MUMBAI

What drives people from all over the place to Mumbai?

- Business
- Leisure
- Education
- Healthcare

- Mumbai is one of the few cities to have multiple tourism drivers. While business and career hold the majority portion of tourism drivers, there are many additional features that attract people from all over. Mumbai enjoys high popularity among the youth of India, basically from rural and tier 2, 3 cities.
- Being the financial capital of India, home to MNCs and large corporate houses, people come to Mumbai for their career prospects and livelihood. Mumbai is the center for attraction for entrepreneurs, businessman, traders, and executives.

Tourism Drivers of Mumbai

Business ●●●●●

Education ●●

Leisure ●●●

Healthcare ●●●

Tourism Drivers of Mumbai



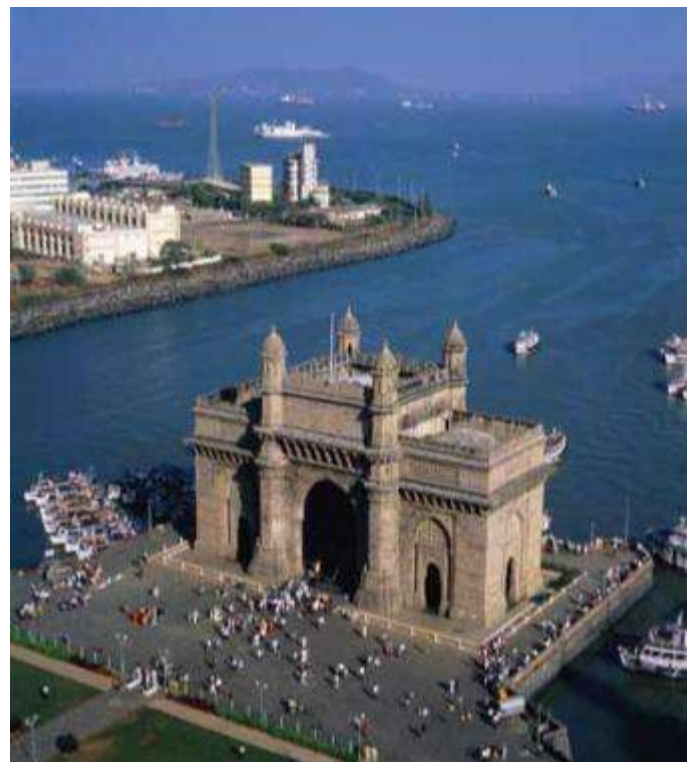
ATTRACTIONS /ASSETS OF MUMBAI

- Mumbai is the only city that offers a wide range of tourist products and destinations, catering demand for every class and segment of society. From heritage structures to beaches, tradition to modern architecture, natural beauties, multi religious spot, etc. the city has it all. Mumbai has a wide range of tourist offering.
- The city has a sparking night life; live music venues and open mic nights which are the main contributors of Mumbai's economy. Though a major chunk of Mumbai's key tourist places are located in South Mumbai, MumbaiSuburbs also hold some key tourist destinations.
- What Mumbai holds?
 - Wide range of tourist destinations
 - Festivals, Food, Shopping
 - Buzzing night life
 - Bollywood

Key Attractions of Mumbai:

GATEWAY OF INDIA:

- The Gateway of India was built to welcome King George V & Queen Mary to Mumbai in 1911.
- It is Mumbai's most amazing and recognized monument, Built in Indo – Saracenic style. It is a combination of Hindu and Muslim architectural style.
- It is one of the most visited places in Mumbai, by tourists.
- Located in South Mumbai
- Estimated Annual Visitors: 4 Mn



BEACHES:

As a coastal city, Mumbai is blessed with many beaches along its western coast. The beaches from south to north are as follow:

- ✓ Chowpatti (Girgaum) 🌸
 - ✓ DadarChowpatti 🌸
 - ✓ Juhu 🌸
 - ✓ Versova 🌸
 - ✓ Madh Island 🌸
 - ✓ Aksa 🌸
 - ✓ Manori 🌸
 - ✓ Marve 🌸
 - ✓ Gorai 🌸
- Falls under
Mumbai Suburbs



Ariel View of Juhu Beach – Most visited destination of Mumbai



Total Coastal Length: 73.21Km

Island City: 29.43Km

Mumbai Suburban: 43.785Km

SANJAY GANDHI NATIONAL PARK:

- It is a large protected area in the northern part of suburban Mumbai city, spread over 104 Sq.km, the largest natural reserve in one of the biggest urban sprawls. It attracts over 2 million visitors every year.
- Besides sheltering various species of animals and birds, the park contains some historical structures like Kanheri Caves, lakes, etc.



Inside SANJAY GANDHI NATIONAL PARK



Kanheri Caves: demonstrate the Buddhist influence on the art and culture of India.



Tulsi&Vihar Lake

Wild Life



CHHATRAPATI SHIVAJI TERMINUS:



- Designed by Frederick William Stevens with influence from Victorian Italianate Gothic Revival architecture is a railway station built in 1887. The magnificent historical building is an iconic structure in this modern city.

HAJI ALI SHRINE:

- Located on an islet off the coast of Worli in Southern Mumbai, is one of the most widely recognized landmarks of Mumbai
- The dargah was constructed in 1431 in memory of Muslim merchant Sayyed Peer Haji Ali Shah Bukhari



MARINE DRIVE / NARIMAN POINT



- Marine Drive popularly known as ‘Queen’s Necklace’; is 4.5 Km long C shaped road along the coast
- This is the stretch now known as NetajiSubhash Chandra Bose Road with Nariman Point on one end to Babulnath, at the foot of Walkeshwar on the other. For the most part, a pleasant promenade continues along the beach.
- Nariman Point located nearby to Marine Drive is Mumbai’s premier business district. People usually after their work come and visit here to unwind themselves.



PRINCE OF WALES MUSEUM



- Located in the heart of South Mumbai, the museum was built in 1923 in the Indo – Saracenic style of architecture to honor the visit of King George. It is one of India's finest museums, with treasures, artifacts, paintings and sculptures from many periods. It also covers India's history, including the Indus Valley Civilization.

JEHANGIR ART GALLERY

- Mumbai's most famous art gallery and tourist attraction, Jehangir Art Gallery was founded by Sir Cowasji Jehangir in 1952.
- It hosts Mumbai's famous art shows and exhibitions.



CRAWFORD MARKET



- Mumbai's most famous market is named after Arthur Crawford, the first Municipal Commissioner of the city.
- The market was designed by British architect William Emerson. The market covers an area of 22,471 Sq.Mtr and offers a wide range of merchandise and products.

ELEPHANTA CAVES

The Elephanta Cave complex is a collection of shrines, courtyards, inner cells, grand halls and porticos arranged in the splendid symmetry of Indian rock-cut architecture, and filled with exquisite stone sculptures of Hindu Gods and Goddesses. It is situated on Gharapuri Island in Mumbai's harbor, about an hour's boat ride from the Gateway of India. At the entrance to the caves is the famous Trimurti, the celebrated trinity of Elephanta.



Greater Mumbai – Key Tourist Attractions



MUMBAI'S ATTRACTIONS

Festivals / Events

- *The city comes alive during festivals*
- *The cosmopolitan population of Mumbai has developed a unique culture where festivals of every religion is celebrated with same enthusiasm*

- Mumbai's population has always been heterogeneous for many years. People from different parts of the country have settled in this city.
- The cosmopolitan characteristic of this city has developed a unique culture. Festivals, customs and rituals of all religions and cultures are celebrated with the same enthusiasm.
- The communities that inhabited this city brought their native food and culture that spilled into the city. Mumbai is one of the few cities, where you can find the most expensive designer shops and the cheapest street stalls. Street shopping is an important driver that attracts people from surrounding areas to come and spend in Mumbai.

FESTIVALS/FAIRS/EVENTS IN MUMBAI

LEGEND:	S – Events / Festivals in Mumbai Suburbs	High ★★★	Moderate ★★	Low ★
Festivals/Fairs/Events	Probable Period	Tourist inflow		
LOCAL FESTIVALS/FAIRS		INTERNATIONAL	DOMESTIC	LOCAL
Ganesh Chaturthi(all over the state)	August – September	★★	★★★★	★★★★
DahiHandi (all over the state)	August – September	★	★★	★★★★
Bandra Fair (Bandra) - S	September	★	★	★★
Erangal Fest (Erangal beach, Malad)- S	January	★	★	★
Mango Festival	March - April	★	★	★
Mumbai International Boat Show	February	★	★	★★
EVENTS				
Mumbai Marathon	January	★★	★★	★★★★
Film Fare Awards - S	February – March	★★	★★	★★
Mumbai International Film Festival	Not Specific	★★★★	★★	★★
Lakme Fashion Show	August – October March – April	★★	★★	★★
IPL & Champion Leagues	March May	★★★★	★★	★★★★
Bangana (organize by MTDC)	January	★★	★★	★★★★
Kala Ghoda Arts Festival	January – February	★★	★★	★★★★
Elephanta Festival (Elephanta Island)	February	★★	★	★★
Parle Mahotsav- S	December	★	★	★★★★

MUMBAI'S ATTRACTIONS

Festivals

Pictures Gallery



Mumbai Marathon – When Mumbai comes on street



*Dahi Handi –
The Human
Pyramid*



*Ganesh
Festival is the
city's own
festival which
attracts
millions of
tourists from
all over the
place*

MUMBAI'S ATTRACTIONS

Cuisines

- *One of the Mumbai's greater attraction is its cuisine*
- *Mumbai is known for its variety of cuisine from almost every region of the world*
- *The street food of Mumbai is most easily accessible by any place at any time.*

- As Mumbai has grown exponentially, so its restaurants and food. There is wide offering of cuisines from all corners of the country. Be it Gujarati, Punjabi, Jain, Mughlai or international continental cuisines, there is something for everyone.
- Street food is common all over India, but street food in Mumbai is noted because people from all economic classes eat on the streets almost around the clock. Many Mumbaikars like a small snack from road side eateries in the evening.
- The history of food is closely linked to the growth of this city from a fishing village to a metropolis. As people from different parts of India started settling in the city, they brought their native culture and traditional food to this city. The city has developed some of its unique street food like Vada – Pav, other cuisine like Panipuri, Sandwich, PavBhaji, Sevपुरi, Idlis and Dosas are served distinctly in its own style.

Some of Mumbai's Renowned Restaurants

- Irani Cafes
- Leopold Cafes
- Mahesh Lunch home
- Candies
- Copper Chimney
- Indigo
- Delhi Darbar
- Borivali Biryani Centre

Some of Mumbai's famous street food Joint

Chowpatti–Juhu:Noted for its Bhelpuri & Kulfis

Vile Parle –Bandra – Ghatkopar – Andheri - Versova: One can find many small street food joints scatter all over the place serving varieties of cuisines. Beside street foods, these areas also reside in Mumbai's renowned restaurants, pubs, bars and other eateries.

Some of Mumbai's Famous Street Food Spots

1. Mohammed Ali Road – South Mumbai – Famous for non-vegetarian delights
2. Hill Road – Bandra – Mumbai Suburbs – Known for its Pani Puri and Sandwiches
3. Lucky Sandwich, Maruti Pav Bhajji – Vile Parle – Mumbai Suburbs
4. Bademiya – South Mumbai – Known for its Kebabs and rolls

MUMBAI'S ATTRACTIONS

Restaurants – Pictures Gallery



Leopold Café –Most visited by international tourists



Irani Cafés are the most popular and oldest in Mumbai.

MUMBAI'S ATTRACTIONS

Street Food – Pictures Gallery



Street food at Juhu Beach



Bademiyas- Known for its Kebabs and rolls

MUMBAI'S ATTRACTIONS

Shopping

Mumbai's famous street shopping spots:

- **ChorBazaar** has a phenomenal collection of antiques, jewelry, wooden articles, leatherwear and general nick-knacks.
 - **Crawford Market:** Famous for flowers, fruits, meat, fish and miscellaneous products
 - **Colaba Causeway:** Shoes, cotton clothes, kaftans, clothes and accessories
 - **Bandra:** Linking Road is famous for branded luxury showroom and Local Street shopping for shoes, bags, imitation jewelry, clothing etc.
 - **Azeri Bazaar:** Famous for jewelry
 - **Fashion Street (South Mumbai):** Readymade garments and accessories
 - **Manish Market:** Miscellaneous products
 - **Lamington Road:** Electronic products
- Mumbai is full of interesting places for street shopping. Mumbai offers a wide range of shopping centers for various types of products and merchandise from clothes to electronic gadgets.
 - There is a lack of organized street shopping in the city; most of the street shopping spots are mostly unorganized and crowded.

Street shopping spots in Mumbai Suburbs:

- **Elco Market, Linking Road, (Bandra)** –Clothes, footwear and accessories
- **Hill Road (Bandra)** - Clothes, footwear and accessories.
- **Alfa Market (Vile Parle)** - Electronic Products
- **Fashion Street (Ghatkopar)** –Readymade Garments

MUMBAI'S ATTRACTIONS

Shopping

Pictures

Gallery



CHOR BAZZAR – One of the largest Flea Markets



Fashion Street - Mumbai



Linking Road - Bandra

MUMBAI'S ATTRACTIONS

Education

Mumbai is one of the important educational hubs for the country. Mumbai's university is one of the oldest universities. Lack of good institutes in rural areas and tier 2 cities drive students to Mumbai for education.

Mumbai offers education in almost every field from core streams like engineering, medical, management, commerce, arts to niche specialized streams like film making, animation, public relations, brand consulting, etc.

Prominent Education Institutes in Mumbai:

- Indian Institute of Technology
- VeermataJijabhai Technological Institute (VJTI)
- University Institute of Chemical Technology (UICET)
- National Institute of Industrial Engineering (NITIE)
- J.J School of Arts
- Government college of Law



University of Mumbai

MUMBAI'S ATTRACTIONS

Healthcare

Mumbai is known as the Mecca for all kinds of medical aid and its healthcare sector. The city hosts some of the specialized and prominent health care centers which are the key driving force that pull domestic tourists from smaller cities to Mumbai. The city has a vast supply of public and private health care services. The services range from super specialty, tertiary-level care hospitals to general practitioners. Recent years have seen plush corporate hospitals mushrooming all over the suburbs to cater to the tertiary ailments of those living in the city.

The city is positioned to be much ahead of other cities in the country in terms of pioneering clinical practices, incorporating technological advancements and more importantly, considering healthcare delivery as a business proposition.

Major healthcare institutes in Mumbai:

- LilavatiHospital
- Fortis
- Hinduja
- Hiranandani
- Seven Hills
- Holy Spirit
- Dr. Balabhai Nanavati
- St. George
- Sion Hospital
- KEM
- Jaslok
- Brach Candy

Clockwise Pictures:

- *Lilavati,*
- *Breach Candy,*
- *Jaslok,*
- *Hinduja*



MUMBAI'S ATTRACTIONS

Intangible Assets

Besides tangible assets of Mumbai: tourist spots, food, and other tangible attractions, there are several intangible aspects of Mumbai that attracts people from all over the world to the city. The city has its own market position and segment in people's mind that have been developed for many years, which distinguish it from other cities.

3 out of 5 people from smaller towns choose Mumbai over other metros due to its unique symbol and iconic status.



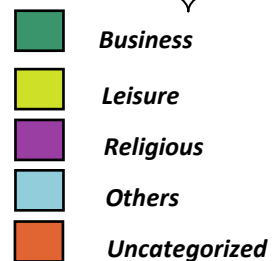
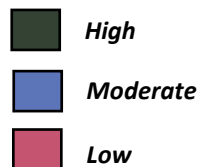
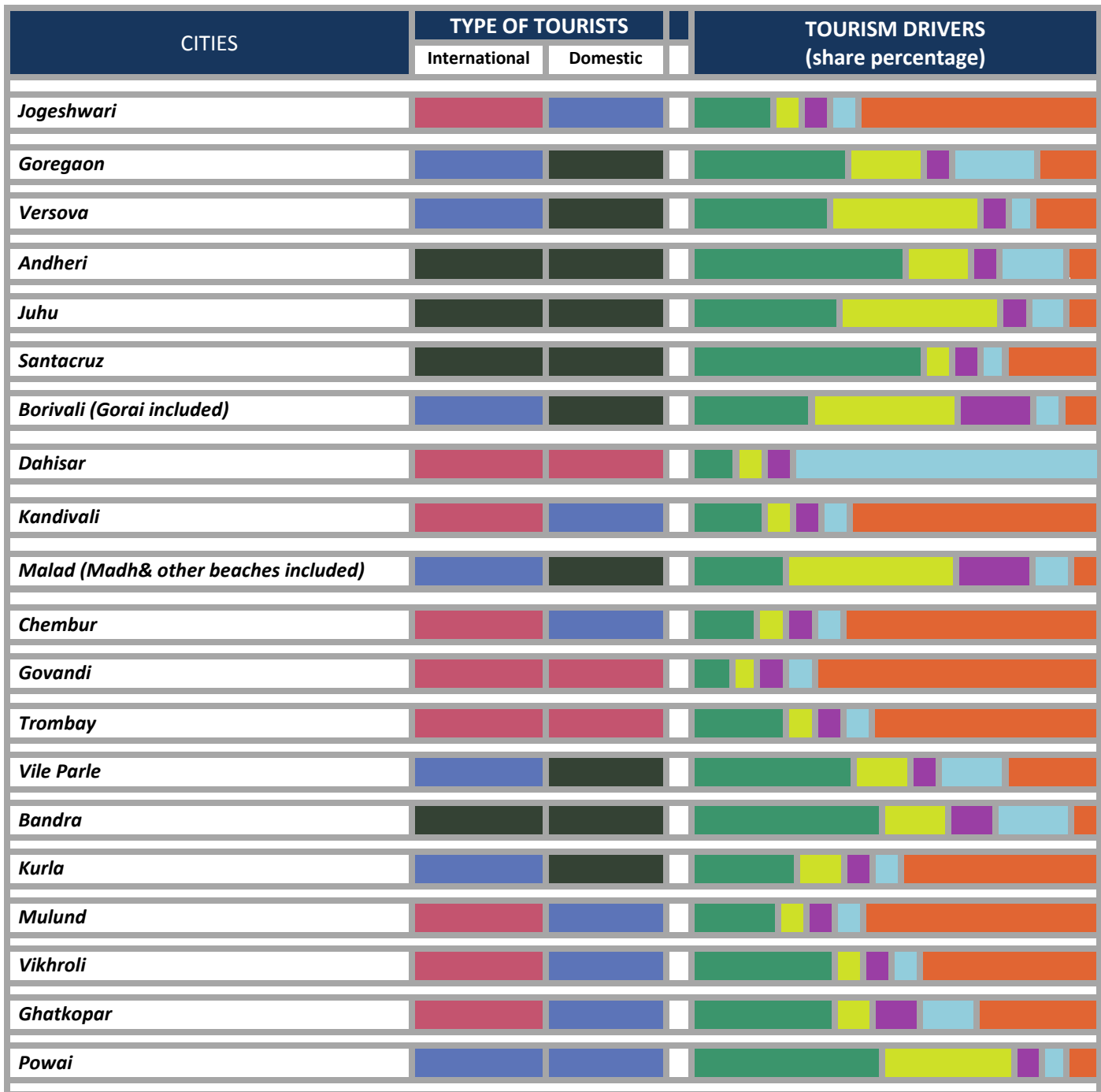
Mumbai's Intangible Assets:

- **Bollywood:** Indians are known for their fetish for movies, bollywood actors and stars. Mumbai is the home of bollywood and iconic stars that are admired all over the world. People from all over the country travel miles to visit Mumbai just to get glimpse of them.
- **City that never sleeps:** Mumbai has its own unique culture; the city is active for 24 hours. The city is known for its lavish night lifestyle and working culture.
- **City of dreams:** Mumbai is the financial hub of the country; the city generates highest employment opportunities. There is something for everyone in this city. These factors attract people from other cities and town to come and try their fortune in this city.
- **Mumbai's Spirit:** Though there is always communal harmony among the citizens of Mumbai. The city has gone through a lot of uncertainties in the past like terror attacks, disasters, communal riots, etc., but the spirit of the city has triumphs over all the uncertainties. Mumbai is known for its positive attitude and never dying spirit.



Mumbai Suburbs – Detailed Analysis

Suburban Cities Profile: Type of Tourists & Tourism Drivers



Mumbai Suburbs

Classification of Tourist Destinations

The various tourist destinations of Mumbai Suburbs are classified on the following parameters:

- **Leisure:** Places exploited for leisure/recreational activities
- **Business:** Locations where tourists visit for business purpose
- **Eco:** Locations for natural beauties and landscapes
- **Heritage:** heritage/historical structures in the city
- **Religious:** Places of religious importance
- **Miscellaneous**

PARAMETERS	TOURIST DESTINATIONS	LOCATION
Leisure	Amusement Parks: Essel World, Water Kingdom	Gorai, Borivali
	Beaches: 1. Juhu, 2. Versova 3. Aksa, Erangal, Marve, Manori, Madh Island 4. Gorai	1. Juhu 2. Versova 3. Malad 4. Gorai, Borivali
	Water Front : 1. Carter Road, Band Stand 2. Powai Lake	1. Bandra 2. Powai
Business/ Conventional centers	1. BandraKurla Complex 2. SEEPZ 3. Bombay Exhibition Centre 4. MMRDA ground	1. Bandra – Kurla 2. Andheri 3. Goregaon 4. Bandra
Eco	1. Sanjay Gandhi National Park (SGNP) 2. Aarey Milk Colony	1. Borivali 2. Kandivali
Heritage/ Historical	1. Bandra Fort 2. Madh Fort 3. Kanheri Caves (SGNP) 4. Mandepeshwar Caves 5. Jogeshwari Caves 6. Mahakali Caves	1. Bandra 2. Madh Island 3. Borivali 4. Borivali 5. Jogeshwari 6. Andheri
Religious	1. Global Vipassana Pagoda 2. Gilbert hills 3. Iskcon Temple 4. Mount Mary Church 5. St. Bonaventure Church	1. Gorai 2. Andheri 3. Juhu 4. Bandra 5. Madh Island
Miscellaneous	1. BARC 2. Film City 3. Mehboob Studio 4. Prithvi Theatre 5. Godrej Marine Ecology	1. Trombay 2. Goregaon 3. Bandra 4. Juhu 5. Vikhroli

Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

JUHU



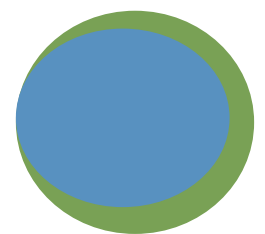
- Juhu is the most visited destination in Mumbai
- It is 6 km long and is ringed by the Arabian Sea on the west. The southern end of the beach is marked by a number of luxury hotels.
- This flat beach, situated in the heart of the city, remains crowded with visitors around the year

PARAMETERS	STATUS
Attractiveness	★★★
Popularity	★★★
Scope for further development	★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★
Local	★★★
<i>Seasonality</i>	
February – May	★★★
June – September	★★
October - January	★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★
Evening - Night	★★★

*Actual physical occupancy at any given time

★★★	High
★★	Medium
★	Low

Occupancy*

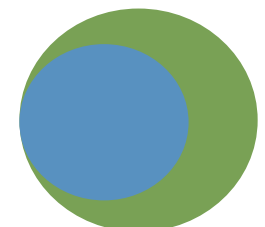


ACTUAL



Utilization of Potential

UTILIZATION



Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

MADH ISLAND



- Madh Island is a group of several quaint fishing villages and farmlands in northern Mumbai
- The beach is underexploited, as it is mainly used by fishermen
- There is occasional gathering of people in this beach
- The beach is strategically located in close proximity to other beaches like Aksa, Manori and Marve

PARAMETERS	STATUS
Attractiveness	★★★
Popularity	★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★
Local	★★★
<i>Seasonality -</i>	
February – May	★★★
June – September	★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★
Day	★
Evening - Night	★★★

★★★★	High
★★★	Medium
★	Low

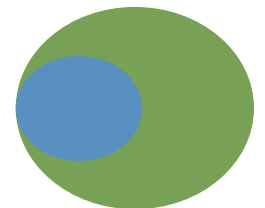
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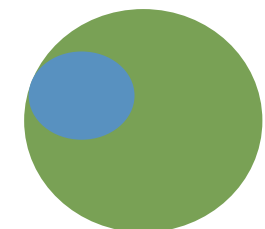
UTILIZATION



Occupancy



Utilization of Potential

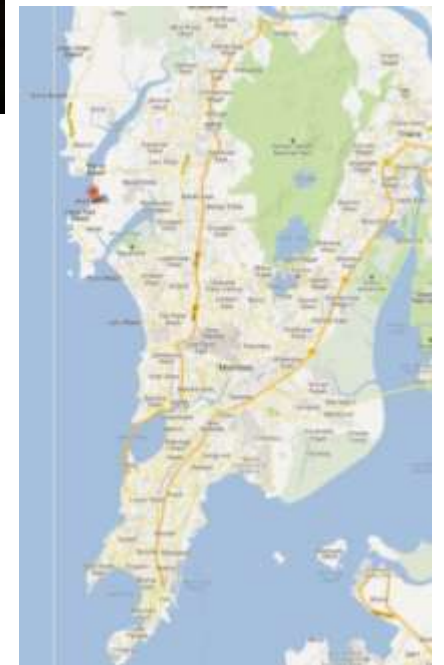


Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

AKSA BEACH



- Aksa Beach is a popular beach and a vacation spot in Aksa village at Malad
- This beach is one of the most silent and least visited beach
- It is the most cleanest beach of Mumbai, and has the tremendous potential for further development

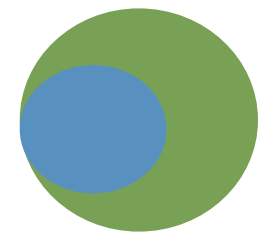
PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★
Scope for further development	★★★
<i>Visiting Tourist Profile</i>	
International	★★★
Domestic	★★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★★
June – September	★
October - January	★★★
<i>Visitors Visiting Time</i>	
Morning	★★★
Day	★★★
Evening - Night	★

★★★★	High
★★★	Medium
★	Low

ACTUAL



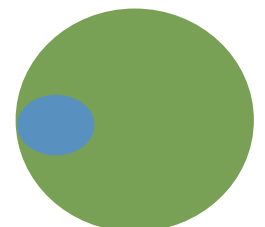
Occupancy



UTILIZATION



Utilization of Potential



Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

VERSOVA BEACH

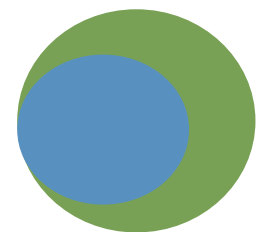


- Versova beach stretches along the Arabian Sea.
- It is the home for many of the Mumbai's fishing community; the Kolis reside at one end of the Versova beach.
- Fishing is the primary industry in this area
- The beach is strategically located, with close proximity to Vile Parle, Andheri, Juhu and Bandra.

PARAMETERS	STATUS
Attractiveness	★★★
Popularity	★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★
Local	★★
<i>Seasonality -</i>	
February – May	★★
June – September	★
October - January	★★
<i>Visitors Visiting Time</i>	
Morning	★
Day	★
Evening - Night	★★

★★★★	High
★★★	Medium
★	Low

Occupancy

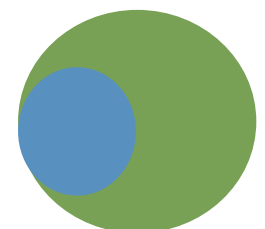


ACTUAL



Utilization of Potential

UTILIZATION



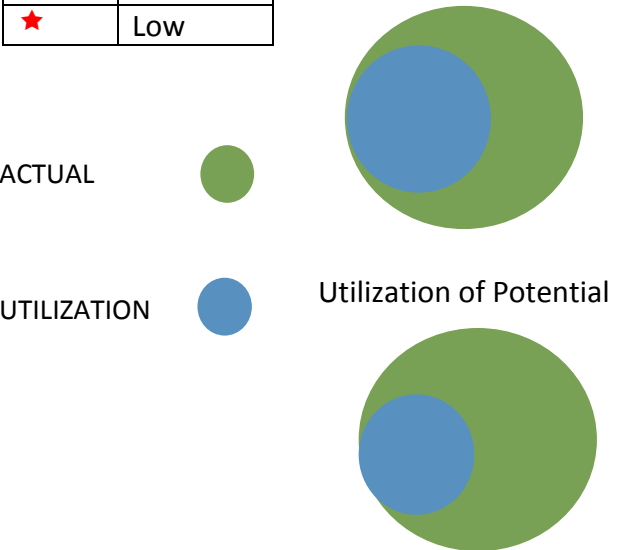
Mumbai
Suburbs
Tourist Destinations
Current Status
Leisure
GORAI BEACH



- Gorai has a rich history; it is among the few places where the Portuguese got settled in the 16th century.
- Mumbai's only amusement park resides in this region.
- Gorai also has some of the historical churches built by the Portuguese, like Reis Magos or the Three Magi, the newer Parish church.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★★
Local	★★★★
<i>Seasonality</i>	
February – May	★★★★
June – September	★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★★★
Evening - Night	★★

★★★★	High
★★★	Medium
★★	Low



Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

POWAI LAKE



- Powai lake spread over 2.1 Sq.km is an artificial lake, situated in Powai suburbs of Mumbai
- The water of the lake is declared unfit for drinking, hence it can be utilized for tourism purposes
- The lake offers tremendous potential for further exploitation for recreational activity

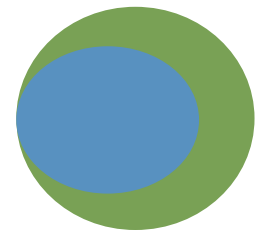
PARAMETERS	STATUS
Attractiveness	★★
Popularity	★★
Scope for further development	★★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★★
Local	★★
<i>Seasonality</i>	
February – May	★★★★
June – September	★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★
Evening - Night	★★★★

★★★★	High
★★	Medium
★	Low

ACTUAL



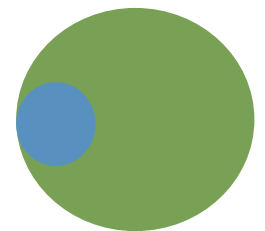
Occupancy



UTILIZATION



Utilization of Potential



Mumbai Suburbs

Tourist Destinations
Current Status
Leisure
BANDSTAND & CARTER ROAD



- The **Bandstand Promenade** is a kilometer long walkway along the sea in Bandra. A decade old, it is simultaneously a popular hangout spot, a jogging track and a park, towards the Land's end side of the promenade is an amphitheater. It serves as a venue for events like concerts, classical dance and other performances.
- Carter Road is an another popular hangout spot with a jogging track and a park

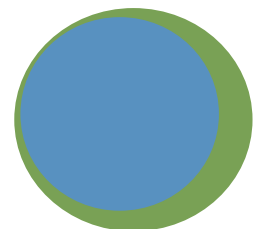
PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★
Local	★★★★
<i>Seasonality</i>	
February – May	★★★★
June – September	★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★
Evening - Night	★★★★

★★★★	High
★★★	Medium
★★	Low

ACTUAL



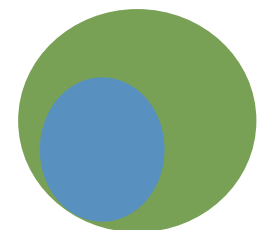
Occupancy



UTILIZATION



Utilization of Potential



Mumbai Suburbs

Tourist Destinations
Current Status

Leisure

ESSEL WORLD/
WATER
KINGDOM

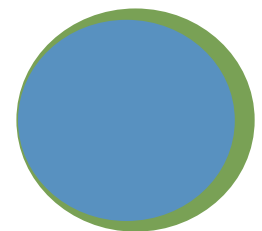


- **Essel World** is an amusement park in Gorai, Mumbai, India. Spread over 64 acres it attracts 10,000 visitors every day.
- The Water Kingdom section was added in 1998
- Essel World has rides, an ice skating ring, bowling alley and a discotheque, whereas Water Kingdom, as the name suggests is full of water rides.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★★
Local	★★★★
<i>Seasonality</i>	
February – May	★★★★
June – September	★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★★★
Evening - Night	★

★★★★	High
★★	Medium
★	Low

Occupancy

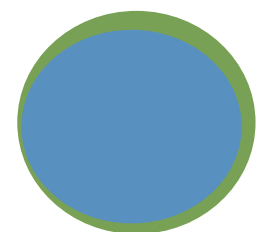


ACTUAL



Utilization of Potential

UTILIZATION



Mumbai Suburbs

Tourist Destinations
Current Status
ECO

Sanjay Gandhi National Park



- Sanjay Gandhi National Park is notable as one of the major national parks existing within a metropolis limit and is one of the most visited parks in the world
- The Kanheri caves located well within the park area are a major point of interest, presenting the culture of Buddhist India.
- This unique park is visited annually by over 30 lakh people, on an average 8000 to 10000 visitors visit it every day.

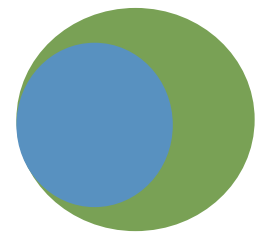
PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★
June – September	★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★★★
Evening - Night	★

★★★★	High
★★	Medium
★	Low

ACTUAL



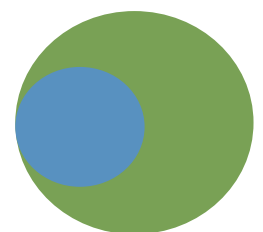
Occupancy



UTILIZATION

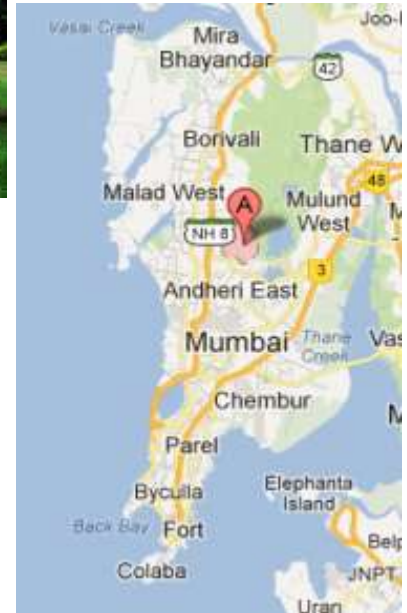


Utilization of Potential



Mumbai Suburbs

Tourist Destinations
Current Status
ECO
AAREY MILK COLONY

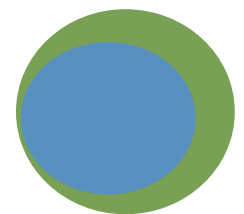


- Aarey Milk Colony is situated in Goregaon East, a suburb of Mumbai.
- It has gardens, a nursery, lakes, an observation pavilion, picnic facilities, and milk plants.
- On an average, 16,000 cattle are reared on 1,287 hectares of land, and 32 cattle farms

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★
Local	★★
<i>Seasonality -</i>	
February – May	★★
June – September	★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★★★
Evening - Night	★★

★★★★	High
★★	Medium
★	Low

Occupancy

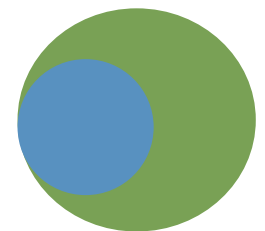


Utilization of Potential

ACTUAL



UTILIZATION



Mumbai Suburbs

Tourist Destinations
Current Status
Business Centers

BANDRA – KURLA COMPLEX

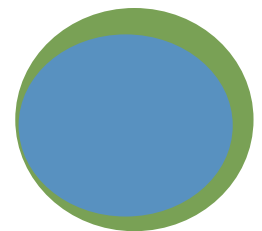


- BKC is a planned commercial complex in the suburbs of Mumbai and prominent business destination.
- The complex is the first of a series of ‘growth centers’ created to ‘arrest further concentration’ of offices and commercial activities in South Mumbai.
- BKC houses a number of commercial buildings and is headquarter of various national and multinational companies. Hence it is one of the major attractions for domestic and international tourists.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★
Local	★★★★
<i>Seasonality -</i>	
February – May	NA
June – September	NA
October - January	NA
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★
Evening - Night	★

★★★★	High
★★	Medium
★	Low

Occupancy*

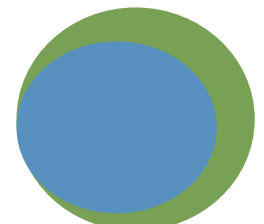


ACTUAL



Utilization of Potential

UTILIZATION



Mumbai Suburbs

Tourist Destination
Current Status

Religious MOUNT MARY CHURCH



- The Basilica of Our Lady of the Mount, more commonly known as Mount Mary, is a Roman Catholic Church in the heart of Mumbai.
- Although the current church edifice is just 100 years old, the history behind the current statue of Our Lady goes back to the 16th century when Jesuit priests from Portugal brought the statue to the current location and constructed a chapel
- In September, the festival of the Virgin Mother culminates in a week long fair, popularly known as Bandra Fair that has all the excitement of a small carnival.

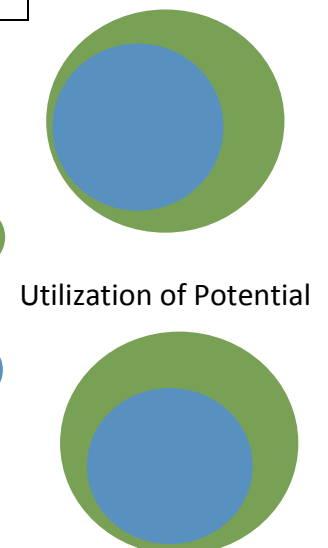
PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★★★
June – September	★★★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★
Evening - Night	★★★★

★★★★	High
★★★	Medium
★	Low

Occupancy*

ACTUAL

UTILIZATION



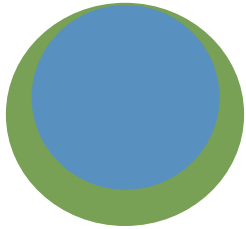
Mumbai
Suburbs
Tourist Destination
Current Status
Religious
ISKCON TEMPLE



- The Hare Rama Hare Krishna Mandir, commonly known as ISKCON Temple, overlooks the skyline of Juhu in Mumbai.
- It is among the most visited temples dedicated to Lord Krishna, also known as Sri RadhaRasabihari.
- Founded by Swami Prabhupada in 1978, and managed by ISKCON (International Society for Krishna Consciousness), the temple is set upon the prime land of Hare Krishna Land sprawling over 4 acres.
- Janmastami (the birthday of Lord Krishna) is celebrated with great pomp and enthusiasm here.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★
June – September	★★★★
October - January	★★
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★
Evening - Night	★★

Occupancy



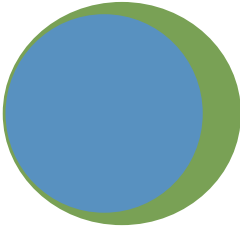
★★★★	High
★★	Medium
★	Low

Utilization of Potential

ACTUAL



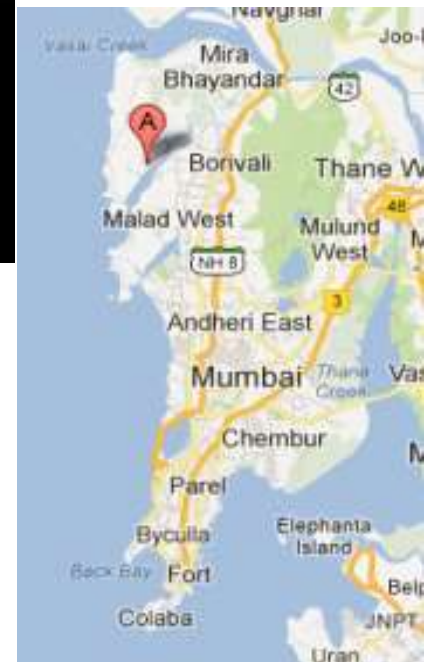
UTILIZATION



Mumbai Suburbs

Tourist Destination
Current Status

Religious GLOBAL VIPASSANA PAGODA

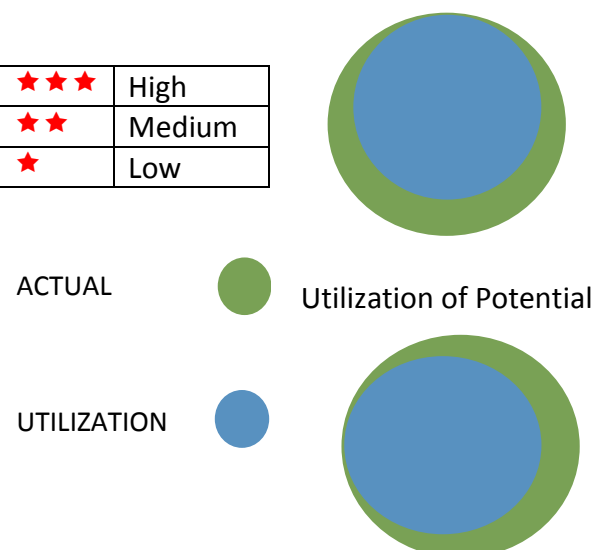


- The Global Vipassana Pagoda is built out of gratitude to the Buddha, his teaching and the community of monks practicing his teaching.
- Global Vipassana Pagoda is the World's Largest Pillar-less domes with a capacity to seat 8,000 meditators.
- It is located in the north of Mumbai in an area called Gorai and is built on donated land on a peninsula between Gorai Creek and the Arabian Sea.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★★
Scope for further development	★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★★★
June – September	★★★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★★★
Day	★★★★
Evening - Night	★★★★

★★★★	High
★★	Medium
★	Low

Occupancy*



Mumbai Suburbs

Tourist Destinations
Current Status

Heritage Tourism

BANDRA FORT

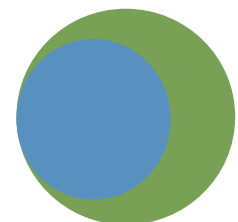


- Also known as **Castella de Aguada**, Bandra fort is a marvelous master piece of historical monument in heart of this modern city
- Built by the Portuguese in 1640 as a watchtower overlooking Mahim Bay, the Arabian Sea and the southern island of Mahim.
- Though the fort holds high importance, it has not received proper attention that it is meant to be.

PARAMETERS	STATUS
Attractiveness	★★
Popularity	★★
Scope for further development	★★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★
Local	★★★★
<i>Seasonality -</i>	
February – May	★★★★
June – September	★★★★
October - January	★★★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★
Evening - Night	★★★★

★★★★	High
★★	Medium
★	Low

Occupancy

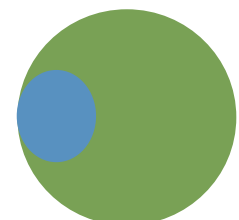


Utilization of Potential

ACTUAL



UTILIZATION



Mumbai Suburbs

Tourist Destinations
Current Status
Heritage Tourism

MAHAKALI CAVES



- The **Mahakali Caves** also known as the **Kondivita Caves**) are a group of 19 rock-cut monuments built between 1st century BCE and 6th century CE
- Monument consists of two groups of rock-cut caves - 4 caves more to the north-west and 15 caves more to the south-east.
- It is a favorite tourist spot as well as a place of keen interest for archeologists and art aficionados.

PARAMETERS	STATUS
Attractiveness	★★★★
Popularity	★★★
Scope for further development	★★★★
<i>Visiting Tourist Profile</i>	
International	★★
Domestic	★★
Local	★★
<i>Seasonality -</i>	
February – May	★★
June – September	★★
October - January	★★
<i>Visitors Visiting Time</i>	
Morning	★★
Day	★★★★
Evening - Night	★★

★★★★	High
★★★	Medium
★★	Low

ACTUAL

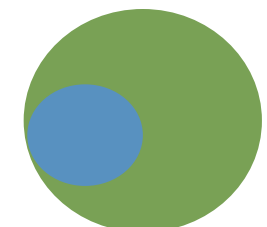
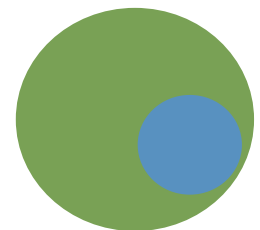


Utilization of Potential

UTILIZATION



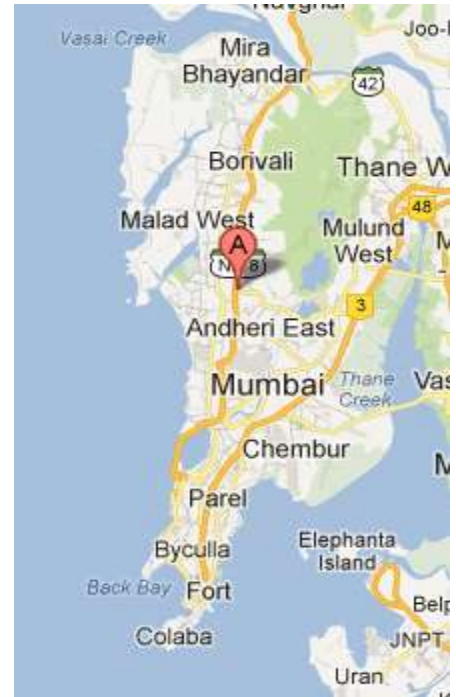
Occupancy*



Mumbai Suburbs

Tourist Destinations
Current Status
Heritage Tourism

JOGESHWARI CAVES

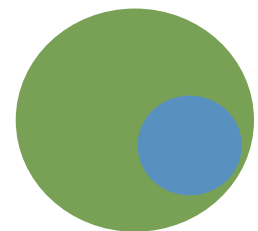


- The Jogeshwari Caves are some of the earliest Hindu cave temple's sculptures located in the neighborhood of Jogeshwari (East) in northern Mumbai (Bombay), India.
- The caves date back to 520 to 550 AD.
- The caves are used as a temple and are accessed through a long flight of stairs into the main hall of this cavernous space. It has many pillars and a Lingam at the end. Idols of Dattatreya, Hanuman and Ganesh line the walls.

PARAMETERS	STATUS
Attractiveness	★★★
Popularity	★
Scope for further development	★★★
<i>Visiting Tourist Profile</i>	
International	★
Domestic	★
Local	★★★
<i>Seasonality -</i>	
February – May	★★★
June – September	★
October - January	★★★
<i>Visitors Visiting Time</i>	
Morning	★★★
Day	★
Evening - Night	★

★★★	High
★★	Medium
★	Low

Occupancy*

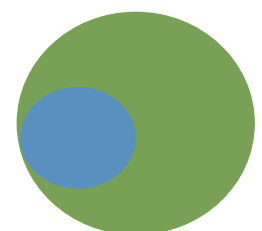


Utilization of Potential

ACTUAL



UTILIZATION





SECTION III

- VISION, MISSION & OBJECTIVES
- STRENGTH & WEAKNESSES OF MUMBAI
- CHALLENGES
- SEVEN ESSENTIAL PILLARS FOR TOURISM
- PROPOSED INTERVENTIONS
- CONCLUSION

Vision, Mission & Objectives

To make Mumbai primary destination city for cultural and heritage experiences at global level



Mumbai Tourism Vision Statement

- To produce a world-class visitor experience for tourists offering a perfect blend of Mumbai's rich heritage and culture coupled with modern city amenities, which contribute to the development of the local economy and community, also ensuring the safety, security and comfort of the visitor without degrading the cultural, environmental and social values of the populace.

Mission and Objectives:

- To identify, develop and promote the famous and no so famous places in Mumbai that have an undeniable charm introducing them to various quirks and novelties of Mumbai City as never seen before.
- To provide world class facilities for tourists making their stay in Mumbai Comfortable and Enjoyable, prompting them to keep visiting Mumbai over and over again
- To promote Mumbai as a favorable destination for MICE Tourism drawing on its image of "Commercial Capital of India"
- Improve leisure tourist experience in Mumbai with improvement and up gradation of facilities to promote the city as a hub for Leisure Tourists
- Creation of Tourist site "products" that can attract tourists and enhance the overall quality of experience at the tourist site

STRENGTH & WEAKNESSES OF MUMBAI



Strengths

- ✓ **Connectivity:** - City offers excellent connectivity to all tourist locations.
- ✓ **Commercial Capital:** - Primarily caters to international and domestic business tourists.
- ✓ **Bollywood:** - Has received international attention and is of prime interest to people.
- ✓ **World renowned sites:** - Home to some of the prominent heritage and religious sites.
- ✓ **Specialty Tourism:** - One of the rare metropolises to have an entire national park within its borders.
- ✓ **Beaches:** - Has an enviable 73.21 -km coastline and with 16 km of beaches.

Weaknesses

- ✓ **Dependence on Business Tourism:** - Extensively dependent on business to drive international tourists.
- ✓ **Lack of innovation:** - Tourism products have not been built to cater to the “new experience” requirements of today’s highly aware tourists.
- ✓ **Information Availability:** - Mumbai does not have a proactive information strategy to attract a tourist at the decision making point.
- ✓ **Mumbai’s Host Ambience:** -Mumbai’s poor infrastructure condition near key arrival point like airports, railway stations create a very poor host ambience.

CHALLENGES

*Possible challenges to be
encounter*

- Destination Challenges
- Product Challenges
- Customer Challenges
- Political Stability
- Slum Rehabilitation



Destination Challenges

- In recent years the tourism destination has grown rapidly. In International markets, destination cities like New York, Paris and Dublin have become as important as their countries in attracting visitors.
- Urban destinations, largely in the context of short breaks, need strong product/experience themes, a clustering of attractions and facilities, and excellent transport access with a volume and variety of air routes. Low cost airlines, fast clearances of infrastructure projects are crucial in this respect for expansion and enhancement of the City.

Product Challenges

- General tourism is fast becoming outdated with the trend increasingly towards specific niche and product markets. The challenge for Mumbai is to identify and research these particular niche groups and their interests and motivations, applying that knowledge to the creation of a range of experiential tourism products.
- Marketing must be specifically targeted at these groups. Product development should also be underpinned by market research and visitors' needs, motivations and preferences.

Customer Challenges

- Customers today want meaning and connection from their holidays, as well as individuality. They may be cash rich but time poor. Many are younger and more adventurous than was the case previously and are more likely to take their holidays in multiple short breaks than the traditional long holiday. Above all they are seeking “quality time experiences” with friends and family and prefer to customize their breaks.
- Adapting to this challenge requires investment, imagination and flair.

Political Stability

- The political environment in India, especially in Mumbai is highly volatile and sensitive.
- If changes need to be implemented to improve the city’s tourism, there is need to bring political stability for smooth functioning.

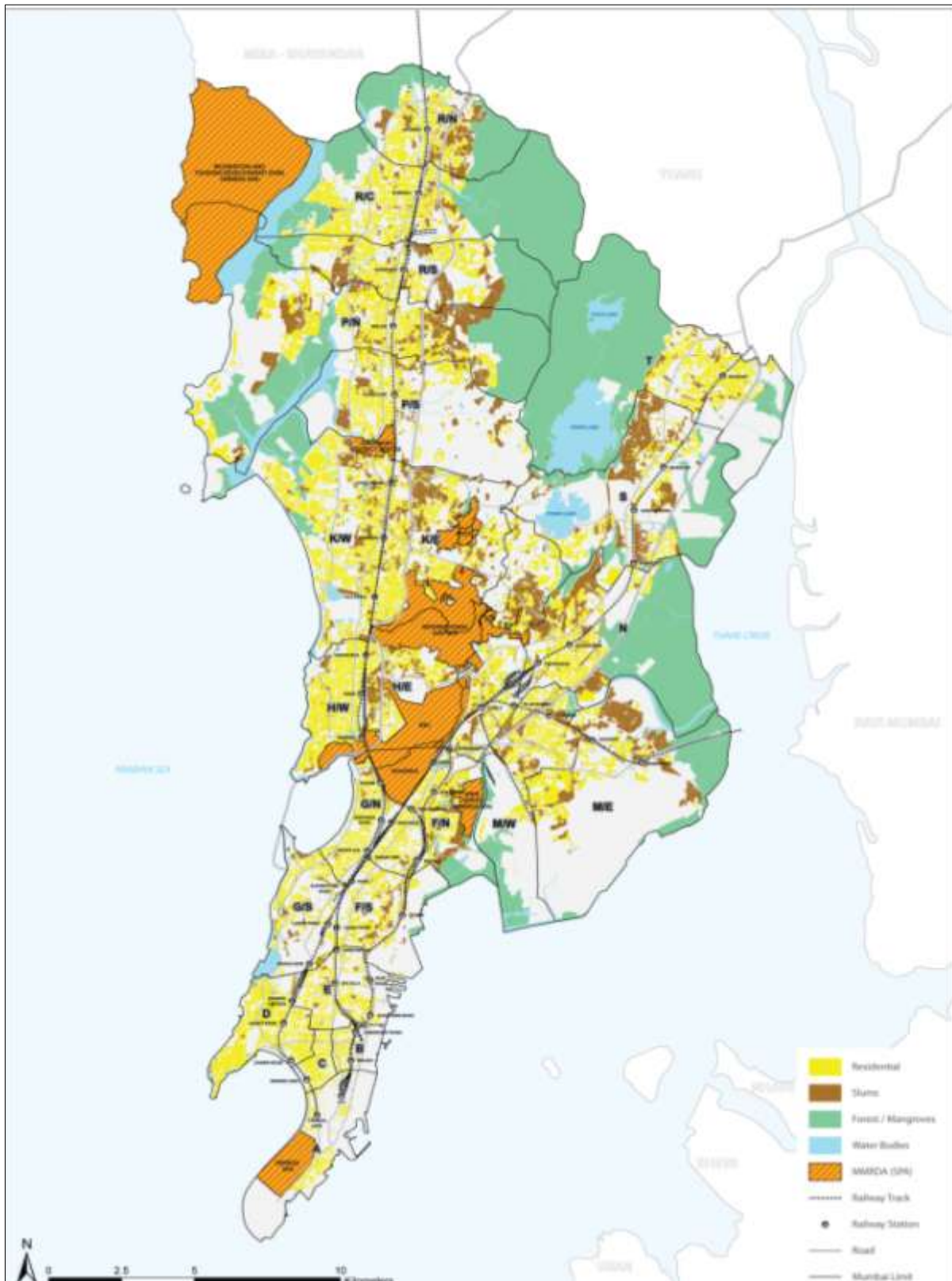
Slum Rehabilitation

- More than 50% of city’s population lives in slums. These slums have blocked a huge chunk of the city’s land.
- In order to facilitate development, government may require more land. The Government needs to come out with a comprehensive rehabilitation plan for these slums



Mumbai’s Slum Area

Mumbai Current Land Usage



Land Constraints are the biggest challenge for the government

SEVEN ESSENTIAL PILLARS FOR TOURISM

The keys to successful tourism development are the 'Seven Essential Pillars for Tourism', which when implemented together create a destination that can compete on the international stage



Pillar One

Access & Transport Convenience

- The attractiveness of any city begins with good transport. A modern Destination City must have good air access with a range of national and international routes, also including internal transport facilities. Quality of Public and intermediate transport. Improved road and rail access to other cities is also vital, as is transport and orientation within



As Applicable to Mumbai:

Mumbai has its own International and Domestic Airports. Most of the tourists coming to India enter via Mumbai's International Airport. Mumbai also has a good rail and road network connecting every corner of the city. However, tourists only use Mumbai as a gateway to other parts of the country. Tourist attractions should be developed within Mumbai to improve the tourist offering and prolong the stay in the region.

Pillar Two

Day Time Attractions, Activities & Special Interest Opportunities

- Research clearly shows that visitor experiences are more important than products in the contemporary market. All products need to be planned to deliver experiences to optimize success.



As Applicable to Mumbai:

- Beach Tourism Development
- Facilities for International Business/ Convention Centre to be set up
- Developing and Maintaining Historic Heritage Sites
- Developing Bollywood Tourism
- Development of Night Safari as in Singapore

Pillar Three

Evening & Night-Time Economy Development

- Destinations need to broaden the tourism offering in terms of live music, entertainment and a vibrant arts and cultural scene, to provide more choice for visitors in the crucial period from 6pm onwards.



As Applicable to Mumbai:

- Expansion of the city's already vibrant live music and arts and cultural sector to provide the wide range of entertainment and activities demanded by modern tourists after 6pm.
- This will also include the development of hospitality in the city, with the need to increase the range and quality of its restaurants.
- While Mumbai's live music and arts scene is already much admired, there are many opportunities to enhance the experience for visitors.
- This includes building a program of cultural events, extending cultural animation programmes later into the evening in summer, further utilizing performance spaces and encouraging festivals and events to be spaced out through the year.
- Liberalize rules and regulations with regard to Nightlife in Mumbai boosting Entertainment and Leisure tourism in the City

Pillar Four

Developing Our Cuisine Offering

- A unique local cuisine adds greatly to the visitor experience. This is an opportunity for local restaurants to utilize local strengths like seafood, and present simply cooked meals using fresh quality local produce.



As Applicable to Mumbai:

- Improve the cleanliness of restaurants, making it more hygienic for visitors.
- Making dining experience more interactive
- Improving the quality of food serve
- Opportunity for local restaurants to utilize local strengths like seafood.

Pillar Five

Accommodation Development

- Destination cities need a broad range of accommodation, with an emphasis on creating a unique experience for the customer. Future proofed accommodations are adding new services in wellness, leisure, sport, business and other areas and are deploying increased levels of innovation and creativity.



As Applicable to Mumbai:

- Business travelers represented the largest percentage of hotel guests.
- Foreign business travelers primarily drive hotel rooms in Mumbai
- There is a large surge in demand for hotel rooms.
- Mumbai's prime hotels are close to the airport to convenience the business tourists
- Mumbai should focus on setting up more rooms for Leisure travelers in and below the 3star range in different parts of the city, especially the Central suburbs

Pillar Six

Tourism Services Development

- Top quality, integrated information services are an essential, covering all points of information from tourist Information centers to websites. Equally, service providers and front-of-house staff need to be courageous to get to know the local product and events on offer and to cross sell these to the visitor.



As Applicable to Mumbai:

- Dedicated website for Mumbai tourism, facilitating all information at a single point (most of the cities excluding Mumbai have their own dedicated tourism website)
- Increasing money changing facility's centers
- Tourist information centers
- City guide pamphlets

Pillar Seven

Marketing, Branding & Communication

- A strong marketing and communication are essential, to create awareness and send a strong message to be public.
- In order to promote the tourist offering a strong communication with public is required.



As Applicable to Mumbai:

- Producing an Ad campaign for Mumbai tourism as well as state tourism (E.g. Madhya Pradesh has "MPgazabhai" ad campaign; Kerala has its own tag line of 'GOD OWN'S COUNTRY' in a bid to attract tourists.
- Well-known figures in entertainment from Mumbai could have a powerful influence in securing greater market shares for the MMR in tourism as well as in their own sector.(E.g. Amitabh Bachchan has been appointed as brand ambassador for Gujarat tourism
- Marketing campaigns on the lines of the "I Love New York" Campaign coupled with selling of merchandise like T shirts, bags etc.

Proposed Interventions for Tourism

Proposed Interventions

Location Specific Interventions

- Sanjay Gandhi National Park
- Aarey
- Beaches
- Waterfronts
- Historical Sites
- Street Markets

New Tourism Products

- Urban Village
- Theme Park
- Bollywood Tourism
- Convention Centre
- Cruise tourism

General Interventions

- Tourist Information Centers
- Signage's, Parking
- Public conveniences
- Solid Waste Management
- Branding and Marketing
- HOHO bus
- Technology

Proposed Interventions for Juhu:

- People visit Juhu for recreational purpose. The average time spend by an individual at Juhu beach is 1 – 2 hrs. To prolong the time spending, it is necessary to avail the basic facilities like waste disposal, toilet , changing room facilities and add recreational activities like children playing area, water sports etc.

1. Improving the present Food Stall:

People extensively spend on food. An improvise food stall will enhance their experience and will be good value addition

Present Condition:

- Unorganized
- Scatter
- Unclean
- No adequate sitting arrangement



Current location of Juhu food court
Approx Area: 3000 Sq.Mtr



Pictorial view of present condition



Proposed Intervention:

- Upgradation to modern standards
- Adequate sitting arrangement

2. Other Intervention Required:

A. Basic Infrastructure Upgradation:



Sun Shade



Life Guard



Changing Room



Shower Facility



Waste Disposal



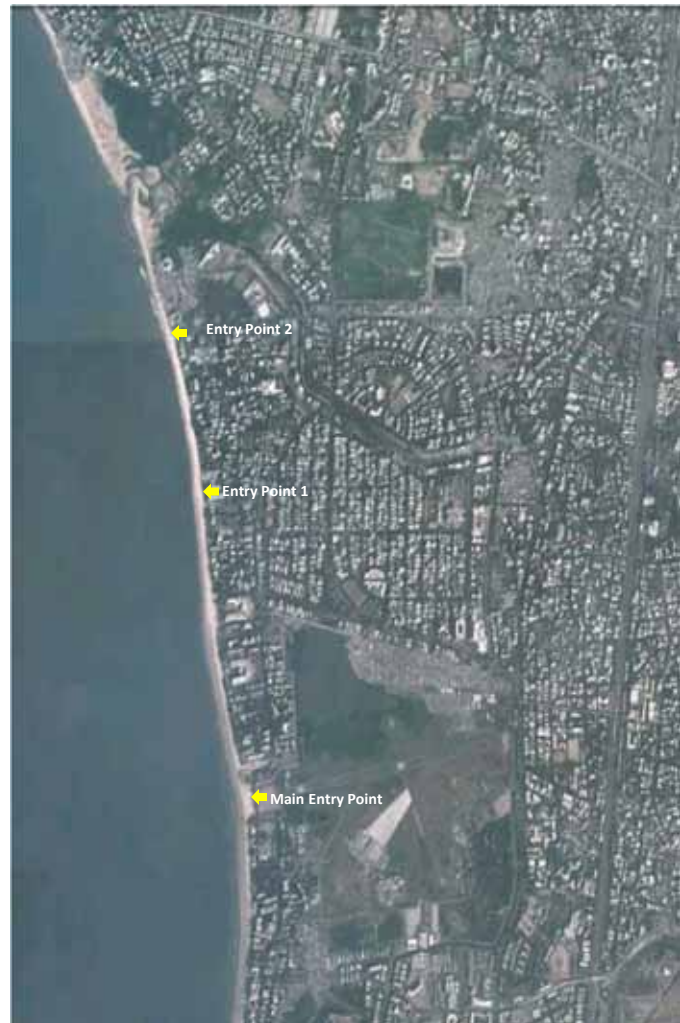
Signage's



CCTV

B. Defining the activity Zone that will include : (location to be identify)

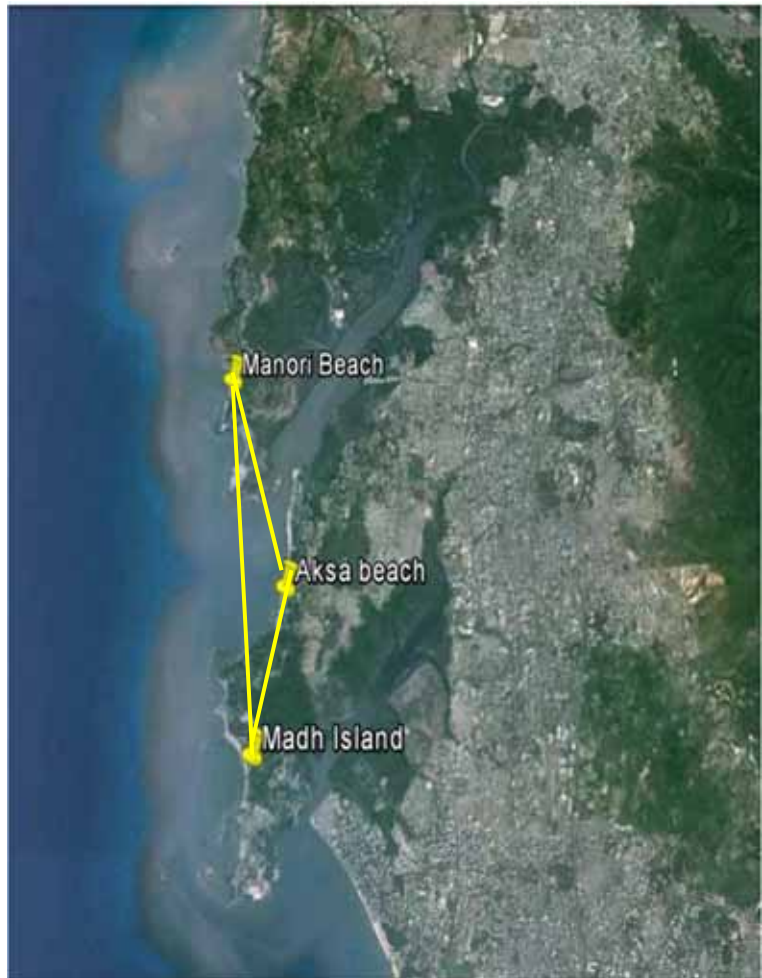
- Children playing zone
- Water sports facilities



Entries Point to Juhu Beach

Integrated Tourist Development Plan – Manori — Aksa – Madh Island :

These region has been earmarked as special tourist development zone in Mumbai development plan. A lot potential lies here, due to availability of spaces. The biggest deterrent is connectivity to these locations, which need to be strengthen.



Locations	Deterrents	Recommendation
Madh Island, Aksa, Erangal, Manori, Marve, Gorai	Weak internal transport: These beaches fall on same line and are close proximity to each other but lack internal transport, causing inconvenience to people to go from one place to another. Nearest Station: MALAD (low bus frequency to this location, causing inconvenience to commuters)	<ul style="list-style-type: none"> • Increase the ferry ride from Versova. • Availing ferry facilities from Juhu • Internal Ferry Services from Madh Island to Gorai, with stoppages at Aksa, Marve, Erangal. • Provision of 2 wheelers for internal transport on rent. (a highly successful model in Goa) • Increasing the bus frequency from Malad & Goregaon
	<ul style="list-style-type: none"> • Absent of signage's and public amenities (garbage disposal, wash room facilities) • Lack good restaurants • Inadequate lighting 	Recommended Development <ul style="list-style-type: none"> • Signage • Mobile Toilet • Food Court • Tourist Information Centre • Changing room facilities

Proposed Interventions for Aksa Beach:

A. Water Sports

There is lot of space available at Aksa beach which can be used for water adventure sports. Despite having vast coastline, Mumbai doesn't have any water sports facility. A water sports facility will encourage tourist to come and spend time here.

Some of water sports that can be implement



Clockwise:
Barefoot Skiing
Water Parasailing
Jet Ski

B. Other Intervention:

- Public toilet
- Waste disposal facilities
- Changing room
- Gazebo
- Food court
- Shower facilities



Upgrading the food stall



Gazebo

Proposed Interventions for Manori:

Manori is the least exploited beach and offer a lot of potential. The beach lacks basic facilities.

Current Deterrent:

- Lack good restaurant
- No basic Infrastructure
- Narrow entry point
- Inadequate lighting



Current entry point to beach

Proposed Intervention:

- Developing cycling pathway
- Restaurant
- Availing basic infrastructure facilities: toilet, waste disposal, street light, sitting arrangement
- Beach hut



Cycling Pathway



Beach hut



Proposed Interventions for Madh Island:

Madh Island is prominent for fishing which can be leverage to organize fishing trip for tourists:

Proposed Interventions:

- *Fishing Trip*
- *Boating*

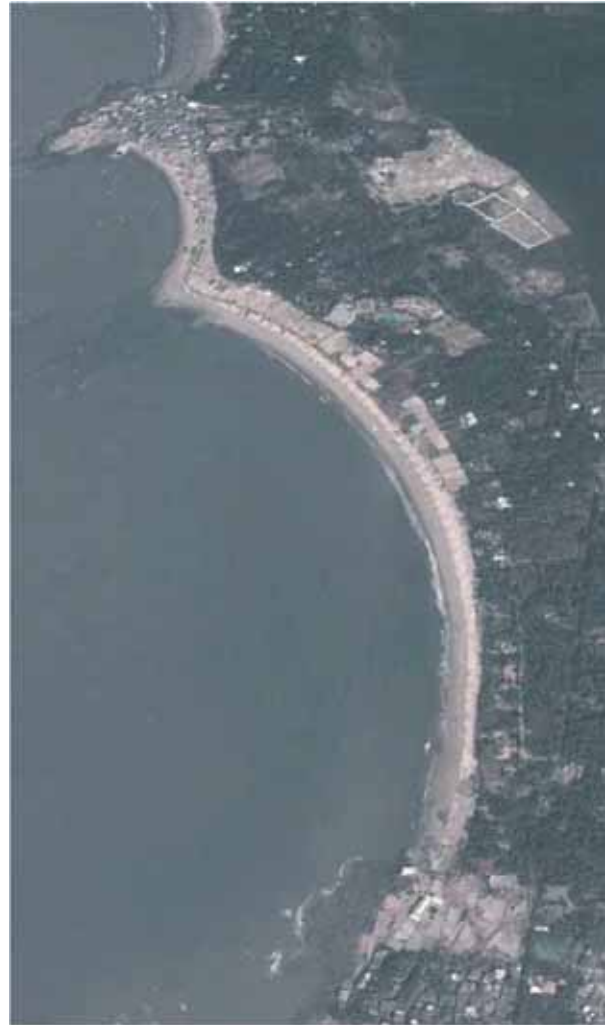


Other Interventions:

- Availing basic infrastructure facilities: toilet, waste disposal , sun roof, sitting arrangement

Estimate Investment:

Interconnection of beaches through ferry



Upgrading Versova and Marve Jetty to Modern Standard



Versova Jetty



Marve Jetty



Conceptual View of Modern Jetty

Cruise Tourism

Mumbai has a vast coast line, some beautiful skyline and electrifying atmosphere. MTDC can induce night/day cruise tour to showcase iconic landmarks, nighttime skyline of Mumbai . World class cruise with modern amenities gives an wholesome experience to visiting tourist.



Tentative route for cruise

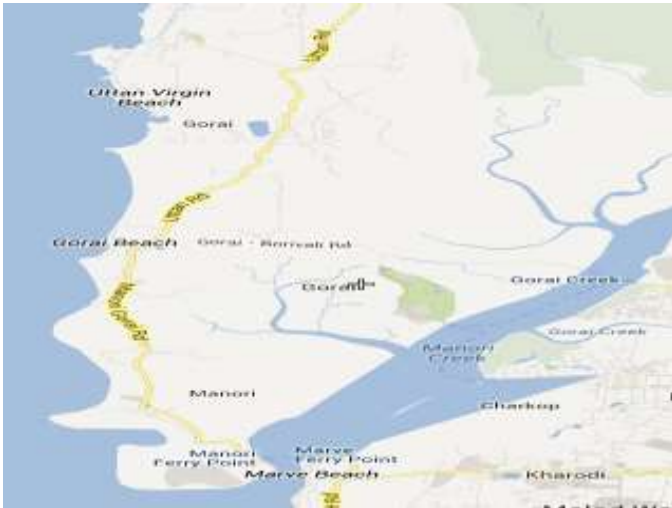


Mumbai's skyline at Night

Basic Infrastructure Needed at Every Beach



Rurban Tourist Village



Concept: East Indian Village setting having all facilities of village style accommodation, Resort amenities, Adventure camps, Boating, Fishing etc.

Land Required: 20-25 acres

Proposed Location: Gorai/Manori stretch.

Project Cost: 30 cr.

Proposed Components:

- Fishing Boats.
- Arts/Crafts and Handlooms traditional market place.
- Budget Accommodation for Artisans and villagers.
- Resort for Tourist.
- Convention/Exhibition center.
- Village themed Food Court/Restaurant.
- Campfire.
- Adventure Camp, Nature Trails etc.
- Swiss tents.

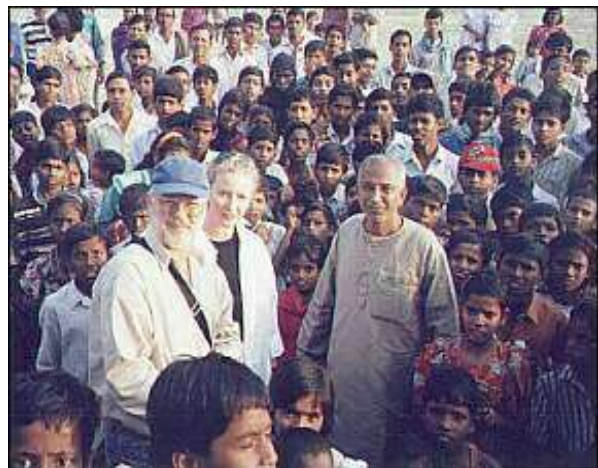


The concept involves setting up a beautiful urban village in the area around the Gorai Manori stretch where huge vacant land bodies are available. This region has been reserved solely for tourism and tourist related activities

Similar Such Initiatives have been taken in Kerala Sargaalaya (funded by the government) and Tourist village in Shivpuri which are very popular with tourist.

The locals should be integrated in this project telling them the benefit that this plan will provide in terms of additional income and a readymade market to sell their products.

This allows the creation of a replacement source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.



The tourist visiting this region gets a chance to communicate with the local villagers engaged in crafts and fishing.

The tourist can get a firsthand experience on the local's everyday rural life that is engaged in Fishing and Crafts. The tourist will have an option to accompany the locals in their fishing endeavors.

Fresh fish caught would be cooked by the locals in traditional style that will be consumed by tourist.



Fresh Sea Catch will be directly sold to tourist visiting this village. Camp Fires/Barbeques facilities can be organized in which the Fish can be cooked in traditional style on coal and wooden Chula's with the help of the Locals. Other Handicrafts made in this region can also be sold in this market in a village style setting.



Craft and design in India has an ancient history & was a highly used method for livelihood even before the British & Portuguese came in India. But after the emergence of foreign power and machines, most of the art and craft works lost its value. Indian handicrafts tradition has a unique place in the world, both in variety and in technique & use of materials.

Mumbai has its own charm, but Crafts is dying today due to Urban migration and the local population shifting to more lucrative sectors abandoning their age old ways, Today however the tourist visiting India and more so the urban Locals want to experience the age old crafts and lifestyle but there is a lacuna in the availability of such Organized and hygienic Services in Mumbai.

Sargaalaya, the Kerala Arts and Crafts village at Iringal in Kerala is an initiative of the Department of Tourism, Government of Kerala. It is an exclusive place where you can not only pick a product fashioned by the traditional artisans of Kerala but also learn one or two lessons in the subtleties of crafts-making. Conceptualized as a tourist destination, Sargaalaya was developed and implemented on the Responsible Tourism model.

Being set up by the Department of Tourism, the venture ensures brand protection to foreign entrepreneurs and local artisans. The management of the village is vested in the hands of the Uralungal Labour Contract Cooperative Society (ULCCS). Local Artisans and crafts men have an Equity stake in this Project; hence it is heavily supported by them as this provides additional income to them and also provides a readymade market for them to sell their wares.

The tourist visiting this place can be taken on tours to nearby attractions; a tour package could be created including the various beaches in the stretch. This would also provide an inflow of tourist in the beaches nearby where other interventions have been proposed like Water sports and so on.



Bollywood Theme Park



Concept: To create a Theme park to, fill up the lacuna in the entertainment scenario of Mumbai which promotes Indian culture and performing arts across the world and to compose an outstanding entertainment experience of world class level that will capture the imagination of the people.

Land required: 15-20 acres

Project Cost: 100 cr.

Implementation Model: PPP

Proposed components:

- Carnival and Indian Folk art and dance center.
- Themed restaurants.
- Street Shops.
- Cultural and Bollywood Library.
- Bollywood Museum/Wax Museum.
- Ethnic Shops.
- Live Arts and Crafts Village.
- Coffee shops.
- Ethnic Jewelry store, Kaleidoscope, 5d Theatre etc.



The idea revolves around the following:

- Creating an engaging Experience for both International and local Tourists
- Creating the Magic of India Cinema and Arts though engaging and Electrifying stage spectacle.
- Combining creativity and cutting edge technology to create an Entertainment Extravaganza which explodes the senses.
- Indian culture combined with Bollywood style entertainment and storytelling
- Creating the Magic of India Cinema and Arts though engaging and Electrifying stage spectacle.



First-class venue of international standard for Indian performing arts, to develop captivating theatricals and musicals of highest quality which will showcase and promote Indian culture and performing arts. This will be on similar lines to Kingdom of Dreams that is already operational in Delhi from the last four years.



Business Convention Centre



Concept: Convention/Exhibitions center, Bigger and better than Bombay exhibition center as per International standards. This is an area where individuals and groups gather to promote and share common interests. It has provisions for setting up trade shows, events and Exhibitions. Resort accommodation is also available for tourist and foreign delegates who will visit this place.

Land Required: 60,000 sq. meters.

Proposed Location: Kurla – Mulund, Chembur – Trombay.

Project Cost: 120 crore.

Implementation Model: PPP

Proposed Components:

- Convention Hall.
- Mini Convention Halls.
- Exhibition Hall.
- Restaurants.
- Parking
- Residential Accommodation For Delegates/Participants
- Handicraft shops, Souvenir shop
- Other Infrastructural Facilities Like
 - 1) Tourist office, Bank and Money changing facilities, STD/ISD, Press & VIP Lounges
 - 2) Technical facilities such as electric substation, back-up system, fire hydrant etc.
 - 3) Gate Complex for stipulating entry and exit.
 - 4) Security Office and booths for Security arrangements
 - 5) Storage Complex for custom storage and handling etc.
 - 6) Fire safety arrangements.



Key Drivers

- At present, there are very few business convention centers in Mumbai Suburban district. Mumbai being a financial hub and knowing the quantum of business travelers to Mumbai, there is urgency for a world class business conventional center with modern amenities.
- Major conventional centers of Mumbai suburban district are Bombay Exhibition Centre & MMRDA ground located in Goregaon & BKC respectively, in the western suburb. Central suburbs don't have a standard business convention center.
- Kurla – Mulund, Chembur - Trombay , are the emerging regions of Mumbai suburbs; a conventional center at these locations will cater for the demand for central suburbs and will mitigate the inconvenience.





Technological Interventions



Concept: To enable the Tourist within the City by providing them with 24/7 assistance which will address their problems and guide them with the fastest routes, Nearby attractions, Eating Places and Nearby Accommodation Facilities.

Project Cost: 5 Cr.

Operator: Private

Proposed components:

- Dedicated Tourist Call center.
- 24/7 Tourist Helpline.
- Smart Phone Applications.
- Dedicated Tourist Website.

Most First time tourist in Mumbai are very confused about how to move about in the city. They rely on the judgment of the locals and have often felt lost or been cheated by them. As of now there is no dedicated agency who handles the queries' of the tourist and very little information is available about the same in the current system. Hence there is a need for technological interventions.

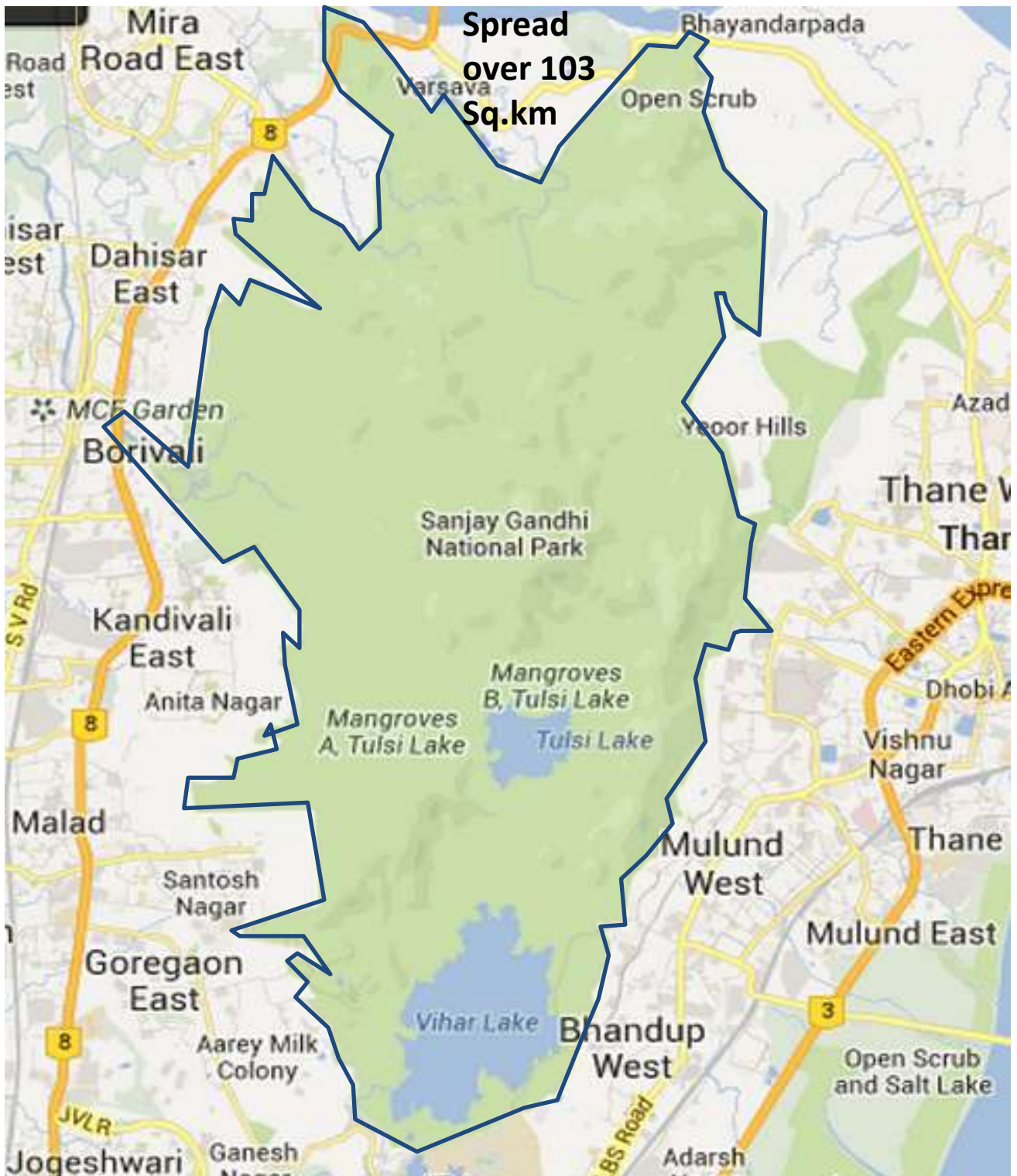


Key Features

- The call center operated by private operators will enable the tourist with 24/7 coverage in case of an emergency and will address any issue that they are facing while exploring the city.
- The website should be dedicated only for tourist made for Mumbai, where in all details regarding nearby attractions, Routes, Restaurants and accommodation facilities are available.
- Detailed map on all the tourist places with their Importance, Location, Route and a brief about their history should be included in the Website.
- Today's generation prefers to use Smart phone applications for everyday information purposes considering this a Application should be created which provides similar services to the proposed website in the click of a button at any location.



Sanjay Gandhi National Park-Including Kanheri Caves.



Sanjay Gandhi National Park- General interventions

Walkways



Visitor Centre



Viewing Points



Lion/ Tiger Safari



Interpretation Centre



Bamboo Huts



Proposed Facilities

Leopard Safari

Zoological Parks

Adventure Sports

Creek Trail Cruise

Bird Parks

Camps

Eco Huts

Organizing Events

Water Sports

Tribal Tours

Nature Tours

Herbal Tours

Botanical Gardens

Night Safari

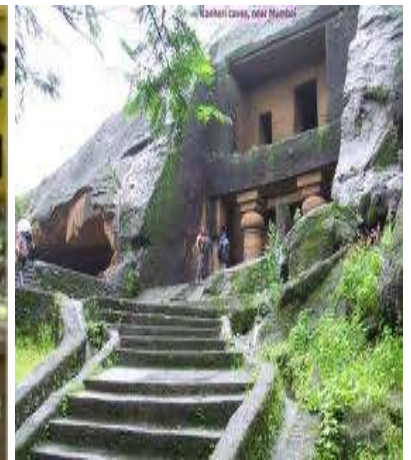
Interpretation Center

Water Harvesting



Proposed Intervention areas

1. LION AND TIGER SAFARI
2. KRISHNA LAKE
3. KANERI CAVES (Bamboo Hut area)
4. KANERI CAMP SITE
5. KRISHNAGIRI
6. GANDHI TEKADI



Proposed Interventions-Lion and Tiger Safari

LION/TIGER SAFARI

- Strengthening the existing fencing
- Interpretation center(Interactive one, Comprehensive center)
- Basic Amenities
- Water Fountain
- Redesigning the existing gates and area around.



Proposed Interventions-Lion and Tiger Safari

Components	Detail Units
Interpretation centre	Display area
	Audio Visual room
	Souvenir shop
	Store place
	Gathering Space/ Interpretation place
	Information desk
Basic Amenities	Toilet blocks
	Drinking water fountain
	Sitting area/ Benches



Public Toilets



Signage's



Drinking Water Facilities

Proposed Interventions-Krishna Lake front Development

KRISHNA LAKE

- Lake front development.
- Beautification of lake
- Improvement of adjoining garden
- Boating.



Proposed Interventions-Krishna Lake front Development

Components	Detail Units
Boating	Jetty
	Paddle boats
Improving adjoining Garden	Toilet blocks
	Drinking water fountain
	Sitting area/ Benches
	Landscaping, Pathways, Play Area
Lake front Development	Security and Ticket counter
	Fencing, Queue line
	Safety measures
	Signage's



Boating



Jetty



Safety and Security

Proposed Interventions-Kanheri Camp Site (Bamboo Hut Area)

KANHERI CAVES (ASI site requires NOC)

- Parking
- Signage's
- Existing Toilet Blocks improvement
- Connectivity Pathways
- Viewing Area
- Improving the existing huts
- Landscaping
- Drinking water facilities



Proposed Interventions-Kanheri Camp Site (Bamboo Hut Area)



Proposed Interventions-Kanheri Camp Site

KANHERI CAMP SITE

- Compound Wall
- Improvement of Existing huts for day camps
- Pathways
- Landscaping
- Gathering space
- Parking
- Drinking water Fountain
- Improvement of Toilet Block



Huts



Gathering Space



Campfire



Landscaping

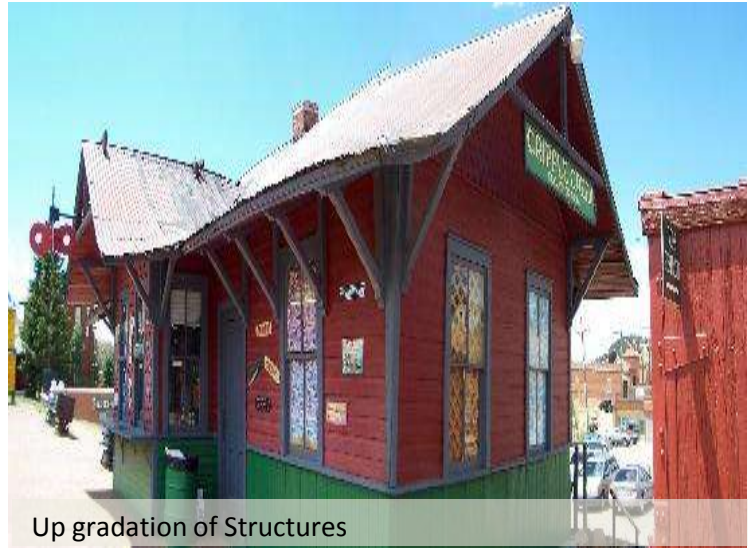


Security cabin

Proposed Interventions-Krishnagiri Train

Krishnagiri train need to be upgraded thus the below interventions have been proposed in this area.

- Train Garage Area
- Railway station
- Tourist Amenities
- Animal Posters on the train
- Up gradation of Structures.



Proposed Interventions-Krishnagiri Train

Components	Detail Units
Upgradation and Repairs of railway tracks and whole trail route	Changing the old train sleepers with the new one (preferred wooden sleepers)
	Changing the old train boggies with new one
Redesigning the whole station	Seating area
	Drinking water facility
	Ticket counter
	Waiting area
	Store place
	Queue line
	Station officers cabin



Intervention Place- Gandhi Tekadi

Existing issues:

- Deteriorating Landscaping
- Inadequate Sitting areas
- Yoga/ Meditation center
- Lack of Signage's
- Unorganized Parking



Existing Garden Condition



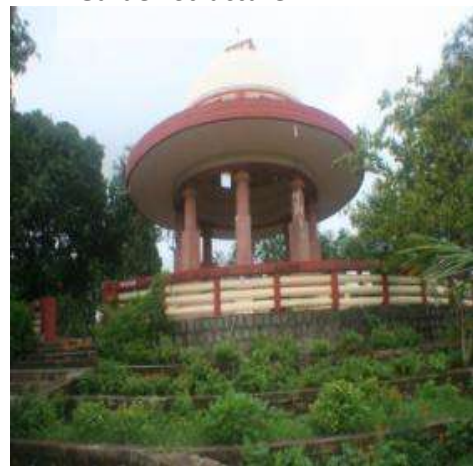
Existing Garden Condition



Garden Structure



Unorganized parking



Condition of the Smarakh

Proposed Interventions- Gandhi Tekadi

Gandhi Tekadi.

The site need to improve and develop on its basic infrastructure.

- Landscaping
- Fencing
- Signage's
- Fencing to adjoining Gandhi Garden



Signage's



Landscaping and Beautification



Public Amenities

Sanjay Gandhi National Park-Proposed Interventions

GANDHI TEKADI



KANHERI CAVES- BAMBOO HUT AREA

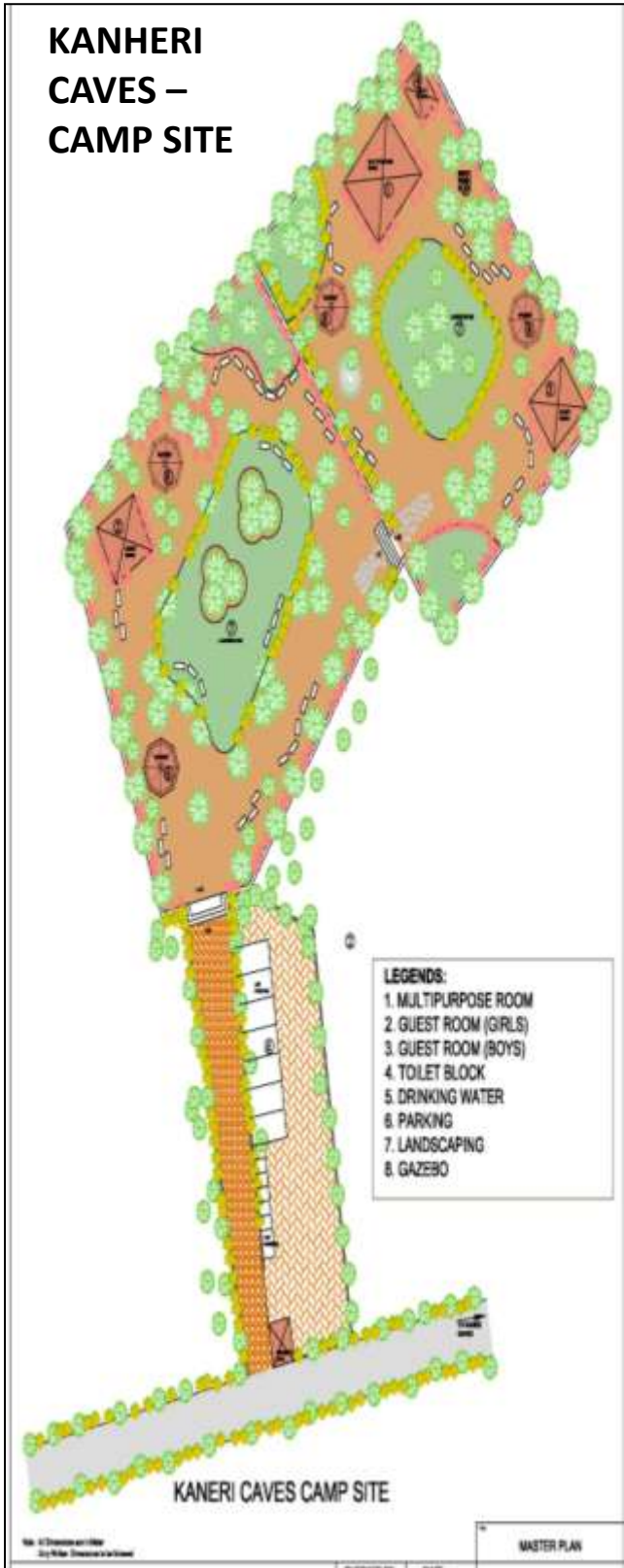


INTERPRETATION CENTRE



Sanjay Gandhi National Park-Proposed Interventions

KANHERI CAVES – CAMP SITE



KRISHNA LAKE FRONT



Indicative Cost: Rs. 50 Cr

Aarey Milk Colony



Aarey Milk Colony

Garden Restaurant



Children Park



Boating



Cycling Track



Aarey Colony Road



Panchavati Hillock

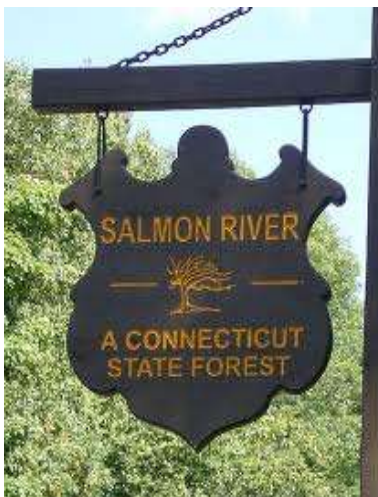


Aarey Milk Colony –Proposed Interventions

Indicative Cost: Rs. 15 Cr

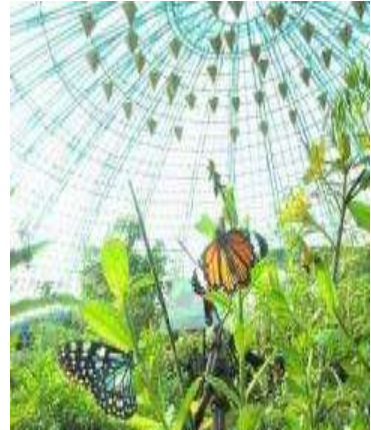
Components

- Bird/ Butterfly park
- Kalagram
- Agro Tourism(dairy)
- Information and training center
- Signage's
- Parking
- Water Fountains



Proposed Development Component :Bird and Butterfly park

Collection of different birds and Butterfly species



Bird and Butterfly Sanctuaries



Performances



Information & training

Proposed Development Component : Kalagram

- Workshops (art & craft)
- Cultural performances
- Display Stalls



Proposed Development Component : Agro Tourism



Kids Entertainment Facilities

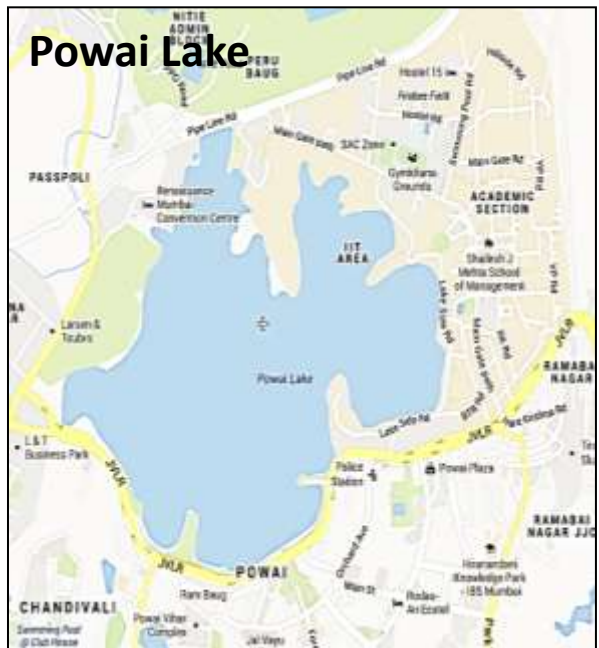
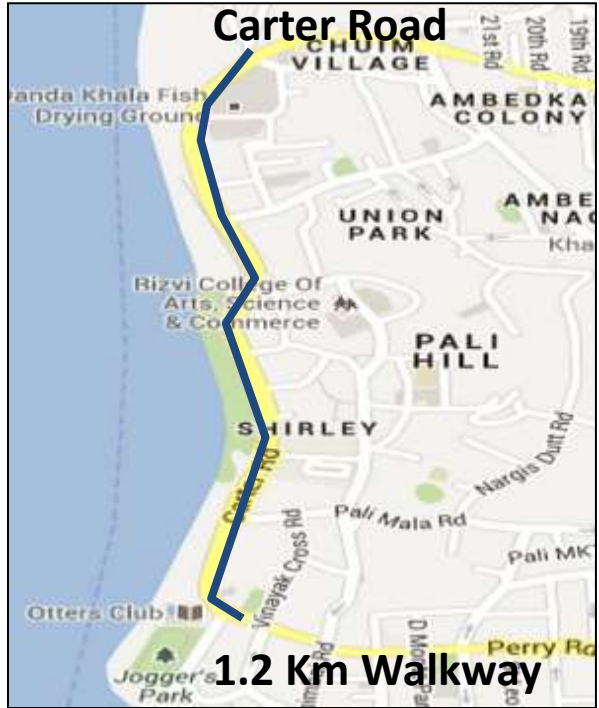


Opportunity to mingle with rural populace



Hands-on experience on Farming

Waterfronts



Waterfronts

Mumbai suburbs is blessed with many popular waterfronts but sadly most are not in a good condition. Most of these sites are badly maintained and many tourist face many hassles in vesting and touring these sites for these purposes interventions have been proposed in these area with respect to basic and tourist infrastructure.

Powai Lake



Bandstand



Bandra Talao



Carter Road

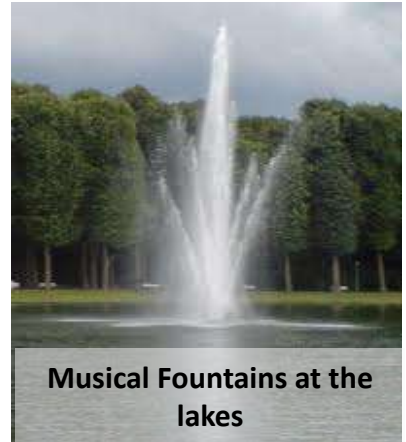


Waterfronts- Proposed Interventions

Indicative Cost: Rs. 40 Cr

After looking at the current status of these areas the below interventions have been proposed in these areas.

- Cycling tracks
- Musical fountain at lakes
- Boating facilities
- Street furniture's
- Improving and creating new pathways.
- Landscaping
- Signage's.



Cycling Tracks



Street Furniture



Boating



Landscaping



Signage's



Pathways

Local Street Markets – Mumbai suburban

Indicative Cost:
Rs. 40 Cr



Local Street Markets- Mumbai suburban

Mumbai has its own charm which the tourist find very appealing especially the street shopping which is now apart of this city's culture. Although these sites have huge number of visitors both on a local and tourist level still these sites lack basic infrastructure which make it very hard for new comers and tourist to adjust to. Most of these sites are badly maintained and many tourist face many hassles in vesting and touring these sites for these purposes interventions have been proposed in these area with respect to basic and tourist infrastructure.

Linking Road



Hill Road



Irla, Vile Parle



Lokhandwala Market



Local Street Markets-Proposed Interventions

After looking at the current status of these areas the below interventions have been proposed in these areas.

- Decongestion of the shops and roads
- Public conveniences and amenities
- Food stalls
- Signage's
- Street furniture and pathways.



Organized and Decongested Shops Layout



Public Conveniences



Food Stalls



Signages



Street Furniture



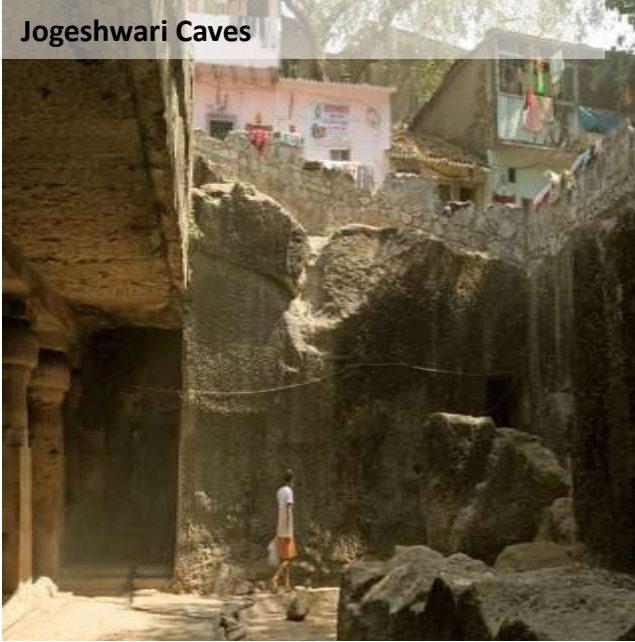
Pedestrian Walkways

Heritage Sites

Development and Preservation of Historic Heritage Sites

Most of these sites are in a deteriorated conditions which is tourist averse Focus has to be given on improving the tourist infrastructure at these places. Some of these caves have encroachment by slums which needs to be addressed and cleansed.

Jogeshwari Caves



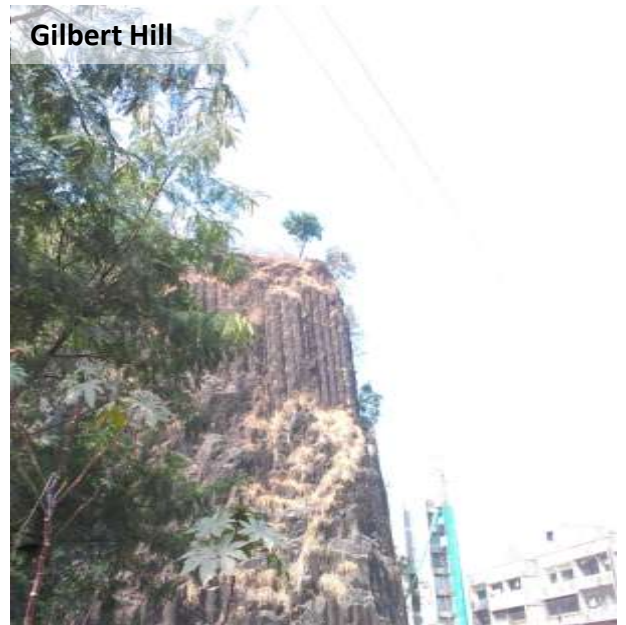
Mahakali Caves



Bandra Fort



Gilbert Hill



Preservation Of The Rich Past Of Mumbai Captured Beautifully In Its Heritage Structures

Heritage Sites- Proposed Interventions

Indicative Cost
Rs. 10 Cr



**Conservation and
Restoration**



Illumination



Landscaping



Tour Guides

Hop on Hop off Bus Services

Concept:

- Provides customized, flexible transport services that will allow tourist to conveniently access all the places of tourist interest through guided tours.
- One time daily pass valid for 24 hours.
- Services include- Guided tour, PA system, A/V displays, printed brochures and maps in multiple languages.
- Tourist can board or alight at any stop on the designated route.



Indicative Cost: Rs. 15 Cr

General Interventions



Parking Facilities



ATM/ Forex Facilities



Tourist Information Centers



Signage's



Souvenir Shops



Solid Waste Management



Food Stalls



Information Pamphlets

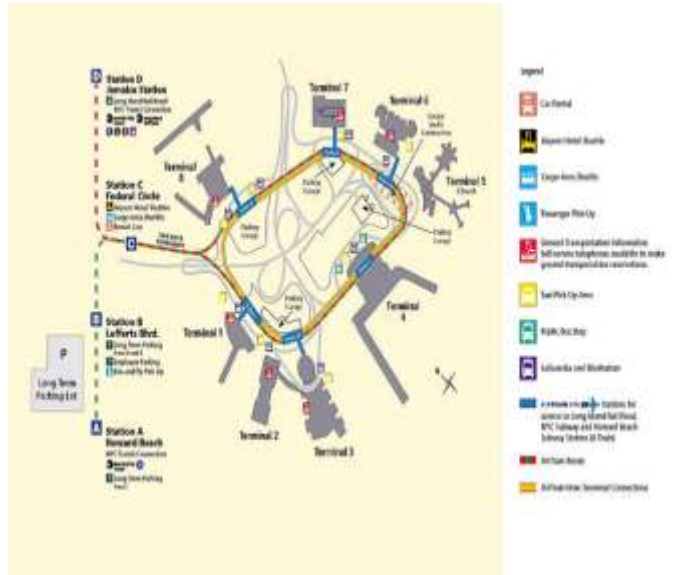


Public Conveniences

General Interventions



Information Kiosks outside major railway stations



Maps highlighting tourist destinations at Major stations, airports and Bus terminals



Garbage Bins



Drinking Water facilities

General Interventions- Safety and security

- Tourists pamphlets informing tourists of the places to avoid and facilities available for their assistance
- Enhanced safety for Women
- Increased Police protection for tourists
- Help desks and information counters to assist tourists
- Hotlines and Telephone Numbers to be called in case of emergencies
- Educate locals through awareness campaigns on the lines of “ Atithi Devo Bhava” by Incredible India
- Use of Metal Detectors/ CCTV’s at various tourist spots



Proposed interventions summary

LOCATION SPECIFIC INTERVENTIONS			
Sr. No.	Destination	Indicative Cost (In Rs Crore)	Mode of Funding
1	Sanjay Gandhi National Park	50	Public
2	Beaches – (Juhu, Madh, Manori, Gorai, Aksa and modernisation of marve and versova jetty)	50	Public / PPP
3	Waterfronts (Bandstand, Cater Road, Powai Lake, Bandra Talav)	40	Public/ PPP
4	Aarey Milk Colony	75	Public / PPP
5	Historical Sites (Mahakali caves, Jogeshwari, Gilbert Hill, Bandra Fort)	10	Public
6	Local /Street Markets (Linking road, Pali Hill, Irla, Lokandwala)	40	Public
7	Jetties (Versova, Marve)	20	Public
	TOTAL	285	

Proposed interventions summary

NEW TOURISM PRODUCTS			
Sr. No.	New Tourism Products	Indicative Cost (In Rs Crore)	Mode of Funding
1	Urban Tourist Village	30	Public / PPP
2	Convention Center	120	PPP
3	Bollywood Tourism	100	PPP
4	Cruise	20	PPP
5	Hop on Hop Off Bus	15	Public / PPP
1	Street scaping of major suburban roads (25-30 Kms)	50	Public
2	Tourist Information Kiosks at suburban local stations and bus terminus	10	Public/PPP
3	Signage's & Tourist Maps	10	Public
4	IT enabled / Technology Interventions	5	Public/PP
	TOTAL	360	