

ಕರ್ನಾಟಕ ವಿಧಾನ ಪರಿಷತ್ತು

ಚುಕ್ಕೆ ಗುರುತಿಲ್ಲದ ಪ್ರಶ್ನೆ ಸಂಖ್ಯೆ : 325
 ಸದಸ್ಯರ ಹೆಸರು : ಶ್ರೀ ಎಸ್.ವಿ.ಸಂಕನೂರ (ಪದವೀಧರರ ಕ್ಷೇತ್ರ)
 ಉತ್ತರಿಸುವ ದಿನಾಂಕ : 19-02-2024 (15-02-24)
 ಉತ್ತರಿಸುವವರು : ಮಾನ್ಯ ಅರಣ್ಯ, ಜೀವಿಶಾಸ್ತ್ರ ಮತ್ತು ಪರಿಸರ ಸಚಿವರು

ಕ್ರ. ಸಂ.	ಪ್ರಶ್ನೆ	ಉತ್ತರ
ಅ)	ಗದಗ ಜಿಲ್ಲೆಯ ಮಾಗಡಿ ಕೆರೆಗೆ ಜಾಗತಿಕ ಮನ್ನಣೆ ಸಿಕ್ಕಿದೆಯೇ;	ಹೌದು, ಗದಗ ಜಿಲ್ಲೆಯ ಮಾಗಡಿ ಕೆರೆಯನ್ನು RAMSAR Wetland Sites ಪಟ್ಟಿಯಲ್ಲಿ ದಿನಾಂಕ: 30-01-2024 ರಿಂದ ಅನ್ವಯವಾಗುವಂತೆ ಜಾಗತಿಕ ಮನ್ನಣೆಗೆ ಸೇರ್ಪಡೆಗೊಳಿಸಲಾಗಿದೆ.
ಆ)	ಮಾಗಡಿ ಕೆರೆಗೆ ಮಾನ್ಯತೆ ಸಿಕ್ಕಿರುವ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಹೆಚ್ಚಿನ ಅಭಿವೃದ್ಧಿಗಾಗಿ ವಿಶೇಷ ಯೋಜನೆಯನ್ನು ರೂಪಿಸಲಾಗಿದೆಯೇ; ಹಾಗಿದ್ದಲ್ಲಿ ವಿವರವಾದ ಮಾಹಿತಿ ನೀಡುವುದು.	ಮಾಗಡಿ ಪಕ್ಷಿಧಾಮವನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲು ರೂ.205.00 ಲಕ್ಷಗಳ ಸವಿಸ್ತಾರವಾದ ಕ್ರಿಯಾ ಯೋಜನೆ ತಯಾರಿಕೆ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿರುತ್ತದೆ. ಮಾಗಡಿ ಕೆರೆಗೆ ಜಾಗತಿಕ ಮಾನ್ಯತೆ ಸಿಕ್ಕಿರುವ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಹೆಚ್ಚಿನ ಅಭಿವೃದ್ಧಿಗಾಗಿ ವಿಶೇಷ ಯೋಜನೆಯನ್ನು ರೂಪಿಸಲಾಗುವುದು.
ಇ)	ಗದಗ ಜಿಲ್ಲೆಯನ್ನು ಒಳಗೊಂಡು ರಾಜ್ಯದಲ್ಲಿ ಹೆಚ್ಚಿನ ಪ್ರವಾಸಿ ತಾಣಗಳನ್ನು ಗುರುತಿಸಲು ಹಾಗೂ ಅಭಿವೃದ್ಧಿಪಡಿಸಲು ಅಧ್ಯಯನ ಸಮಿತಿ ರಚಿಸಲಾಗಿದೆಯೇ? ಹಾಗಿದ್ದಲ್ಲಿ, ಆ ಸಮಿತಿ ಸರ್ಕಾರಕ್ಕೆ ವರದಿ ಸಲ್ಲಿಸಿದೆಯೇ; (ವಿವರವಾದ ಮಾಹಿತಿ ನೀಡುವುದು)	ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆಯ ಉತ್ತರ:- ಗದಗ ಜಿಲ್ಲೆಯಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಸಮಗ್ರ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾದ ವಾತಾವರಣ ನಿರ್ಮಿಸಲು ಮತ್ತು ಸಮಗ್ರವಾದ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸಲು ಮಾರ್ಗೋಪಾಯಗಳನ್ನು ಮತ್ತು ಯೋಜನೆಗಳನ್ನು ರೂಪಿಸಲು ನೆರವಾಗಲು ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆಯ ಆದೇಶ ಸಂಖ್ಯೆ : ಟಿಒಆರ್ 76 ಟಿಡಿಪಿ 2023, ದಿನಾಂಕ: 09-06-2023 ರಲ್ಲಿ ಸಮಿತಿಯನ್ನು ರಚಿಸಲಾಗಿದೆ. ಸದರಿ ಸಮಿತಿಯು ಸರ್ಕಾರಕ್ಕೆ ವರದಿ ಸಲ್ಲಿಸಿದ್ದು, ಪ್ರತಿಯನ್ನು ಲಗತ್ತಿಸಿದೆ.

ಸಂಖ್ಯೆ: ಅಪಜೀ 39 ಎಫ್‌ಡಬ್ಲ್ಯೂಎಲ್ 2024



(ಈಶ್ವರ ಬಿ. ಬಂಡೆ)

ಅರಣ್ಯ, ಜೀವಿಶಾಸ್ತ್ರ ಮತ್ತು ಪರಿಸರ ಸಚಿವರು



GADAG TOURISM DESTINATION DEVELOPMENT PLAN



GADAG TOURISM DEVELOPMENT COMMITTEE
AUGUST 2023

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1. Executive Summary

The 'Gadag Tourism Destination Development Plan' is prepared by the 'Gadag Tourism Development Committee' led by the Managing Director, Jungle Lodges & Resorts Limited. The members of the Committee in coordination with the relevant consultancy firms, local opinion leaders and the concerned government departments put together this report.

The Gadag district has strong historical background. The dynasties who ruled this region particularly Chalukyas, Rashtrakutas, Banas and Hoysalas made their mark on the district, and their legacy is visible in the several monuments dotting Gadag. Hence, the heritage value of Gadag district is very significant. Lakkundi is the best-known heritage tourism destination of the district, and it has a lot more to offer. It is also noted for its step wells of which the Musukina Bavi, Chateer Bavi, Kanne Bavi are popular for their carvings and architectural beauty. The Gadag city is popular for its heritage monuments and congenial environment. All these heritage monuments and places are in proximity to Badami and on the way to Hampi, the UNESCO recognized world heritage sites of Karnataka.

The Gadag district also has prominence for its cultural legacy. It contributed great personalities to the country in various fields. Sri Kumara Vyasa the author of *Karnata Bharata Kathamanjari*, Sri Siddanagouda Sannaramana Gouda Patil the pioneer in the co-operative movement, Sri Huilgol Narayan Rao the contributor of the then state anthem of Udayavagali Namma Cheluva Kannada Nadu, Bharata Ratna Pandit Bhimsen Joshi the Hindustani classical musician and singer, Adi Kavi Pampa, Poet Ranna are among the many 'Heroes of Gadag'.

In addition to its historical and cultural resources, Gadag also has natural resources. The forest of Gadag district is situated on either side of the Kappat Hills. Kappat hills is famous for medicinal plants. Binkadakatti Zoo is famous for variety of wildlife. Magadi Bird Sanctuary is a popular nature tourism spot for bird watching. The district enjoys a moderate weather and is not subject to extremes either during summer or winter, making it an inviting destination for visitors round the year.

The Gadag district falls within the Northern Karnataka Tourism Circuit. The state highway connects Gadag to Badami and NH-67 connects Gadag to Hampi. As the considerable volume of tourist flow is mainly focused on these two world heritage sites, there is a potential to attract the tourists who visit Badami and Hampi to also visit Gadag and Lakkundi. The NH- 67 which connects Bellari - Hubballi goes through Gadag and the same road also connects Goa, Karwar, and Gokarna with Hampi. This well-connected road network, the rail network with Gadag and Hubballi as railway junctions and the nearby airports at Hubballi and Kalaburagi serve to attract tourists to Gadag district. This development holds the potential to change the face of Gadag tourism.

Hence, it is envisaged to develop the basic infrastructure facilities like last mile connectivity, signages, toilets, utilities, and the tourism infrastructure facilities like accommodation, food courts and tourist activities like boating, shopping, cultural events, as part of increasing Gadag's prominence in the tourism circuit of North Karnataka. The focused tourism infrastructure development with accommodation and activities shall contribute for longer duration of stay of tourists in the district and augment socio-economic gains of tourism. Recently, the Government of Karnataka declared Gadag district as a Focus Tourism Destination (FTD). Subsequently, it is also imperative to constitute the

Lakkundi Heritage Area Development Authority as per the Act and made it functional. As a result, in the years ahead, Gadag district promises to be a popular tourism destination.

For the long-term sustainable growth of Gadag tourism, it is necessary to enhance the existing tourism resources and to identify new potential destinations to increase the duration of stay and to optimize the benefits of tourism in the district. It is also envisioned to take up the restoration, conservation and excavation works in the district. Hence, sizable capital investment shall be required for development of basic infrastructure, tourism infrastructure, tourism product development, conservation, excavation works, and human resource development for development of Gadag as a destination. It is also proposed to develop a branding strategy to promote Gadag as 'Destination Gadag' along with a bigger marketing & promotion strategy to encourage visits to Gadag. To achieve all this, an estimated cost of **INR. 624.31 Crores (Rupees Six Hundred Twenty-Four Crores and Thirty-One Lakhs)** may be required for the planning, development, and promotion of Gadag tourism.

The estimated cost is based on initial block estimates and detailed studies shall be carried out to identify specific interventions that need to be taken. Also, the possibility of developing some of the suitable projects under Public Private Partnership (PPP) mode and with the private sector investment shall be explored. The proposed development plan is phased into short term, mid-term, and long term over the period of five years. The short-term plan is envisaged to be completed by the year 2024, the mid-term plan by the year 2026 and the long term by the year 2028.

Though the tourist destinations of Gadag are spread across the district, initially, the major destinations like Lakkundi, Dambal, Gadag City, Gajendragad, Sudi, Laxmeshwar, Kappatgudda and Sasalwada are proposed for focused development. Phasing of the projects has been done based on the requirements at each site. Basic infrastructure development and creative digital tourism marketing and promotional activities have been proposed as immediate activities to be taken up in the first phase. For each identified infrastructure development sub project, a Detailed Project Report (DPR) shall be prepared to best harness Gadag's potential and planned implementation shall be taken in collaboration with concerned stakeholders.

The proposed tourism development in Gadag district shall increase domestic and foreign tourist arrivals and encourage them to stay longer and experience more of what Gadag has to offer. This shall result in their higher spending for various facilities and services within the district which shall in turn directly boost trade and commerce, transport sectors, and other service sectors and indirectly create a multiplier effect for the regional economy. The development can also create sizable job opportunities for skilled, semi-skilled and unskilled human resources in the district. As tourism development can trigger off development in many supporting sectors thus, it shall improve socio-economic conditions of the society and cause for region development.

To sum up, it is understood that the existence of rich potential for diversified tourism activities in the Gadag district has much more to be explored. Harnessing its full potential showcasing its rich history and culture shall be the order of the day. In consideration of the tourism development possibilities within the district and to boost up the tourism potential of Gadag, the Gadag Tourism Development Committee proposes the following

recommendations for the development of Gadag district as a preferred tourism destination of Karnataka.

RECOMMENDATIONS FOR DEVELOPING 'DESTINATION GADAG'

1. Publicity and Awareness Activities
2. Ecotourism and Wildlife Activities
3. Adventure Tourism Activities
4. Training Activities
5. Publicizing 'Heroes of Gadag'
6. Creation of Transport Facilities
7. Music Activities
8. Arts, Crafts and Cuisine Pavilion
9. Promotion of Agri & Rural Tourism
10. Spiritual Tourism/River Darshan
11. Wellness Tourism
12. Designing of Student Tourism Circuits & Package Tours
13. Interpretation Centre with various galleries
14. Tourist Infrastructure
15. Promotion of Birth Places of Significant Personalities
16. Research Studies on Gadag
17. Windmill Interpretation Centre
18. Archaeology and Museums initiatives for restoration, conservation activities.

Each of the above-mentioned recommendations has been covered in greater detail in this report. Stakeholders are invited to come forward to collaborate with the Gadag Tourism Development Committee, the Department of Tourism, and the district authorities for development of the 'Destination Gadag'

The required funds for planning and development of the above recommendations are proposed to be met through the following sources:

1. Central Financial Assistance to State Government.
2. Karnataka State Budget
3. Public Private Partnership (PPP)
4. Private Sector Investment
5. Corporate Social Responsibility (CSR) Funding including Adopt a Monument Scheme
6. Multilateral Funding (World Bank etc.,)

2. Vision and Core Objectives

The grand historical temple available in Gadag District, combined with the wonderful geological features of the Deccan Grasslands, landscapes and associated eco systems, make for an ideal destination development agenda.

Hundreds and Hundreds of historical temples are to be experienced in an intricate manner and experiences can be recreated or highlighted to present to the next generation the glorious past of the Badami and Kalyani Chalukyas, Hoysalas and the Rashtrakutas.

The improved air, road & rail connectivity makes Gadag an easy weekend getaway from Bangalore, Hyderabad, Chennai, Pune, Mumbai, Goa and other important cities of peninsular India. The exhaustive air network combined with the global popularity of Hampi as a tourist destination makes Lakkundi also a candidate to multi-fold increase the footprint of international tourists. Inside India, Hubli and Belgaum airports are connected with 14 important markets.

The density of historical sites is to be highlighted as a destination of diverse and innumerable tourist spots representing a diverse set of interests. With Hubli - Dharwad - Belgaum almost evolving as a single megapolis, Gadag is an ideal weekend tourist destination for this megapolis too.

The Destination Development Plan will heavily rely on qualitative interpretation of heritage value, wildlife diversity and cultural diversity and effective promotion of these concepts in a wide range of medium. The efforts to visually promote Lakkundi and other heritage treasures will not only be scientific but also be very aesthetically sophisticated on an international landscape.

The envisaged excavation and conservation project at Lakkundi complex will be one of the most exhaustive and elaborate programmes undertaken in the recent history of Karnataka. Large cross sections of society - students, domain experts, general public, corporates will all be engaged to make the 5-year excavation programme inclusive and also a feature in itself for promoting Gadag as a tourist destination. The plan is to bring to fore 10 hidden temples per year for 5 years, in addition to undertaking conservation efforts of the existing 50 odd temples at the Lakkundi complex. The target over the next 5 years would be to bring one million tourists only to experience the excavation efforts. The programme will be exhaustively documented and also actively promoted as an evolving development. Major milestones of the excavation process will be shared with international community of archaeologists and inputs will be welcome for any course correction. The entire programme will be executed under the aegis of ASI (Archaeological Survey of India). Lakkundi is a deserving candidate for getting the status of UNESCO world heritage site.

3. Karnataka Tourism

A. About Karnataka Tourism

Karnataka, the eighth largest state in India ranked as the 4th most popular state in the country for Domestic Tourist Arrivals and 11th in Foreign Tourist Arrivals¹ in the year 2019. The domestic tourist visits are more than 22.7 crores and foreign tourist visits are more than 6 lakhs. Tourism contributes to 14.8% of Karnataka's GSDP and is an important engine of the State's economy. Karnataka state has various tourism products such as beaches, hill stations, heritage monuments, national parks, wildlife sanctuaries etc. Given the variety of tourism assets, the State is promoted under the tagline "**One State, Many Worlds**".

Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand "One State, Many Worlds". Heritage is a core tourism theme of Karnataka and has created a strong positioning for the State on the global tourism map as a land with rich cultural heritage and memorable stories of great kingdoms and leaders. The State is also proud to host **3 UNESCO World Heritage Sites** and 4 other sites are on the tentative list of World Heritage Sites. Karnataka is also home to an estimated 20,000 heritage monuments with over 800 of these protected by the State Government and more than 600 protected by Archaeological Survey of India. The heritage tourism potential of Karnataka has received global acclaim with Hampi being ranked 2nd in the New York Times must-see global destinations 2019 list.

Acknowledging tourism offerings of Karnataka State, tourist arrivals are noted in large number from across the world, and heritage sites have been attracting a sizeable number of tourists over the years.

B. Karnataka Tourism Policy 2020-26

Heritage Tourism has been identified as one of the key tourism themes of the State under Karnataka Tourism Policy 2020-26. Through the Policy, the Government of Karnataka endeavours to undertake a variety of initiatives for the development of heritage tourism in the State including development of heritage tourism circuits. Additionally, Government of Karnataka in the Karnataka State Budget 2022-23 has proposed for development of Hampi – Badami – Aihole – Pattadakal – Vijayapura tourist circuit (North Circuit) and Mysuru – Srirangapatna – Hassan – Belur – Halebidu tourism circuit (South Circuit) to be developed under the Public Private Partnership (PPP) model. The Tourism Department intends to promote heritage tourism covering southern and northern regions of Karnataka.

Some of the key policy proposals pertaining to tourism in Karnataka are as follows –

- Karnataka Tourism shall seek to develop the state as a multi-product destination and shall seek to facilitate the development of facilities for leisure, recreational, and adventure activities. Heritage Tourism shall be taken up in conjunction with the development of Eco-Tourism and Adventure Tourism.

1. ¹ Source: Ministry of Tourism, Government of India's India Tourism Statistics 2020.

- Comprehensive development of heritage tourism in Karnataka shall be undertaken with the central financial assistance from Ministry of Tourism, Government of India under the Swadesh Darshan and PRASHAD schemes.
- Eco tourism in Karnataka would be encouraged in close collaboration with the Forest, Ecology and Environment Department and Karnataka Eco Tourism Development Board.
- Karnataka Tourism shall seek to provide necessary facilitation and support for the development of basic infrastructure facilities to enable tourism activities at such heritage rich sites. Further, Karnataka Tourism shall seek to coordinate with relevant authorities and other stakeholders to conserve, and promote Karnataka's rich culture, traditions, and heritage for the development of heritage tourism.

4. About Gadag District

4. Gadag District Profile

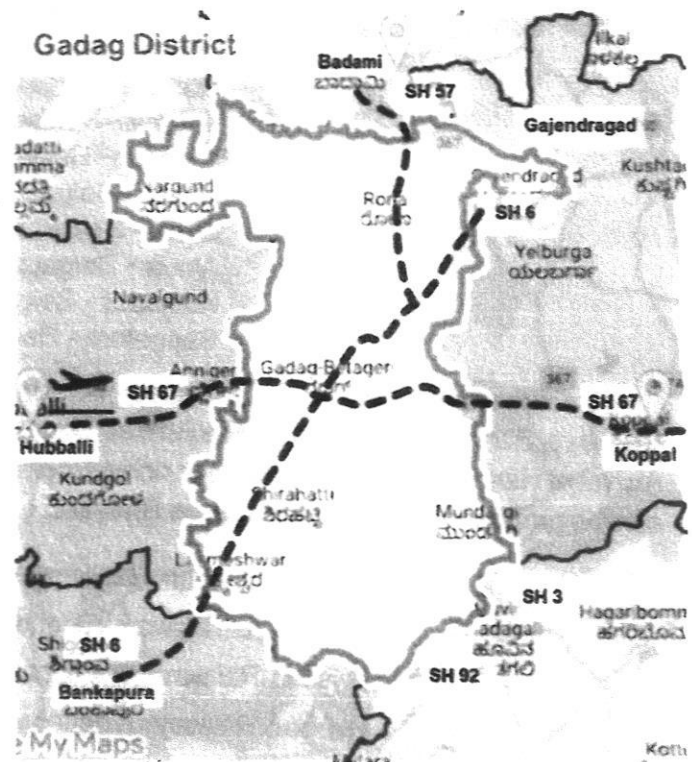
4.A.1. Brief Overview of Gadag District

Gadag district carved out of Dharwad district in 1997 is in the northern part of Karnataka. It is bordered by Bagalkot district to the north, Koppal district to the east, Bellary district to the south, and Haveri district to the west. The district is named after its headquarters, the town of Gadag. It is divided into five administrative divisions viz., Naragunda, Ron, Gadag, Shirahatti and Mundargi.

It is a major agricultural centre, with crops such as rice, cotton, and sugarcane being grown. The district is also home to several industries, including textiles, printing, and handlooms. It is an important seat of Hindustani music and is the hometown of Hindustani singer Bharat Ratna awardee Pandit Bhimsen Joshi.

Gadag District in Karnataka is a hidden gem for tourists. It is home to a number of temples, including the Trikuteshwara Temple, the Veeranarayana Temple, and the Dambal Temple. These temples are examples of the Rashtrakuta style of architecture, which is known for its intricate carvings and pillars.

In addition to its temples, Gadag District is also home to the Magadi Bird Sanctuary, which is a good place to see a variety of birds. With its rich history, beautiful temples, and diverse wildlife, Gadag District has something to offer to everyone. Recently, the Karnataka Government declared the Gadag district as the Focus Tourism Destination (FTD).



4.A.2. Regional Connectivity

• Air Connectivity to Gadag



Kempegowda International Airport Bengaluru: ~435 km

Mangaluru International Airport: ~418 km

Hubbali Domestic Airport: ~64 km

Jindal Vijaynagara Airport: ~129 km

Kalaburgi Domestic Airport: ~327 km

IndiGo:

Connecting Destinations

Bangalore - Hubli

Hyderabad - Hubli

Delhi - Hubli

Chennai - Hubli

Mumbai - Hubli

Bangalore - Belgaum

Pune - Hubli

Hyderabad - Belgaum

Star airlines:

Ahmedabad - Belgaum

Bhuj - Belgaum

Mumbai - Belgaum

Indore - Belgaum

Tirupati - Belgaum

Nagpur - Belgaum

Jodhpur - Belgaum

Jaipur - Belgaum

Surat - Belgaum

Ajmer - Belgaum

Kolhapur - Belgaum

Bangalore - Belgaum

* Most convenient way to reach Gadag, in shortest time from Bengaluru is by Indian Railways, Bengaluru - Haveri Vande Bharat Express. Departure from Bengaluru: 05:45 AM, Arrival at Haveri 09:30 AM. **One hour drive from Haveri to Lakkundi.** Furthermore, it can also be proposed to **extend the Vande Bharat Express connectivity till Gadag Junction.**

Gadag Junction Railway Station: ~3 km

Bengaluru Railway Junction: ~ 8 hrs

Mysuru Railway Junction: ~13 hrs

Hubbali Railway Junction: ~1 hr

Badami Railway: ~1 hr

Solapur Railway Junction: ~8 hrs

Hyderabad Deccan Railway Station: ~12 hrs



Bengaluru City: ~419 km (via NH 67, NH50 & NH 48)

Mysuru City: ~ 501 km (via NH50)



Hubballi City:~60 km (via NH67)

Shivamogga City:~262 km (via NH48)

Hosapete Town:~98 km (via NH67)

Badami Town:~72 km (via SH6, SH 83 & SH 57)

Gadag Institute of Medical Sciences

Karnataka State Rural Development and Panchayat Raj University



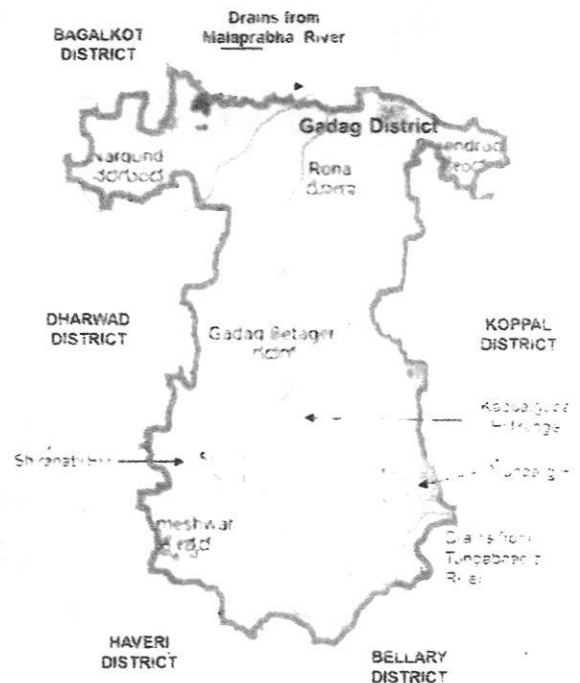
Municipal Council - Gadag-Betageri City

Town Municipal Council – Gajendragad, Lakshmishwara, Mundagiri, Naragunda

Town Panchayat - Mulagunda

4.A.3. Demographics

Total Area	: 4,656 Sq.km
Taluks	: 07
Hoblies	: 11
Grama panchayath:	122
Villages	: 337
Population	: 10.64 Lakhs (as per census 2011)
Literacy Rate	: 75.12%
Rivers	: Malaprabha & Tungabhadra River.
Temperature	: 16.50°c to 37.30°c
Average rainfall	: 631 mm
Forest Cover	: 32,614 Sqkm
Hill ranges	:Kappatgudda, Shirahatti and Mundarg.
Flora Fauna	:Majorly thorny species, varieties of medicinal plants.

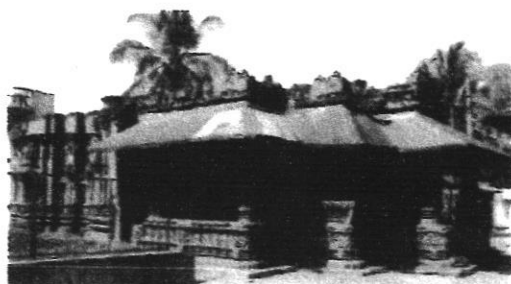


4.A.4. Historical Background and Regional Context

Gadag district has a long and rich history, dating back to the 6th century CE. The district was ruled by a number of dynasties over the centuries, including the Chalukyas, the Kalyan Chalukyas, the Rashtrakutas, the Hoysalas, and the Vijayanagara Empire.



Doddabasappa Temple

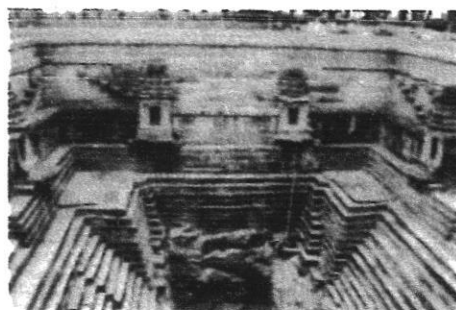


Trikuteshwara Temple

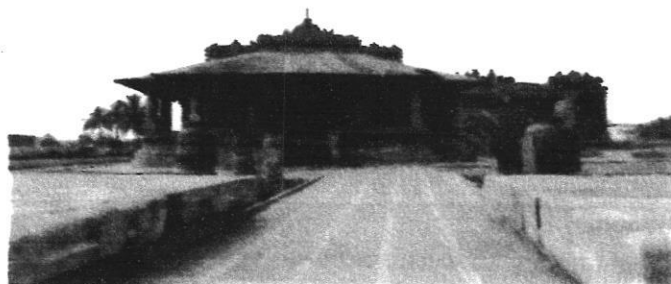
The Chalukyas were the first major dynasty to rule Gadag district. They were a powerful Hindu dynasty that ruled from the 6th to the 12th centuries CE. The Chalukyas built a number of temples and monuments in Gadag district, including the Trikuteshwara Temple and Doddabasappa Temple. Lakkundi is renowned for its engraved temples, profuse step wells and inscriptions.



Temple of Lakkundi



Step Well of Lakkundi



Brahma Jinalaya Temple, Lakkundi

Under the Chalukyas of Kalyana or Western Chalukyans, Lakkundi was a magnificent city and during their reign Lakkundi had a royal mint, indicating the importance of the historic city. Lakkundi flourished between the 9th and 12th centuries A.D but with the fall of the Chalukyas, Lakkundi too started losing its importance. An outstanding personality closely connected with the history of Lakkundi is Attimabbe, a devout Jaina and wife of Nagadeva of Vaji family, popularly known as 'Dana Chintamani'. In 1192 CE, it served as the secondary capital of the Hoysalas under Viraballala II. Though no Vijayanagara inscription is found here, it can be said with certainty that the region was under their rule as that dynasty was ruling over whole of south India at some point of time. With the progression of time, it came under the rule of Hyder Ali and Tipu Sultan and ultimately to the British.

4.A.5. Heroes of Gadag

1. Kumara Vyasa

Sri Kumara Vyasa the author of Karnata Bharata Kathamanjari. It is the classic Mahabharata in Kannada. Kumara Vyasa also known as Narayanappa was born in the nearby village of Koliwada, Gadag District.



Kumara Vyasa

2. Attimabbe

Attimabbe was a noble woman of the western Chalukya empire who lived in present day Lakkundi of Gadag Taluka. Lakkundi inscription describes Attimabbe as wife of Nagadeva, daughter of Mallapa and daughter in law of Dhallpa. Attimabbe was mother of Paduvala Tailapa or Anniga. Her noteworthy achievements are;

- i. She caused the construction of 1500 Jain Shrines in her life and in addition one more at Lakkundi celebrated as Brahma Jinalaya.
- ii. She caused 1500 Jina images to be made and gifted them along with gold bells and lamp of daily worship of Lord Jina.
- iii. She caused 1000 copies of Shantipurana to be made on palm leaves and distributed them to Jina preachers and scholars as "Shastra Daan".



Attimabbe

She is also honored by Poet Ranna as "Dana-Chintamani" means "Jewel among donors". BrahmaShiva in Samayparikshe adores Attimabbe attributing many epitaphs like "gunadakhani", "Vimala Charite", "Jain sasna rakshmani", "Sajjanaka Chudamani", "Akalanka Charite" and "Sarvakalavidhi".

3. Durgasimhasena

Durgasimhasena (c. 1025) was the minister of war and peace (Sandhi Vighrahi) of Western Chalukya King Jayasimha II. Durgasimhasena adapted the well-known set of fables, Panchatantra ("The five stratagems"), from Sanskrit language into the Kannada language in champu style (mixed prose and verse). The Kannada-language version contains 60 fables, 13 of which are original stories. All the stories have morality as their theme and carry a summary section (Katha Shloka). The Kannada version is the earliest Indian vernacular version, and the author, being a minister, not surprisingly, chose to write a book on political science (Rajniti) He lived in present Sudi village of Gadag district.

4. Nayasena

The Poet Nayasena who hailed from Mulagund, wrote Dharmamrita in Kannada in the year 1112 A.D. He was a distinguished scholar and a Jain monk. Dharmamrita contains 14 chapters dealing with stories connected with eight darshanas and five anuvratas. Even though it is a collection of stories, it contains a lot of interesting information

regarding Jain teachers, places of historical importance and Jaina philosophy. His works portrays a very realistic picture of Karnataka of his times giving much more importance to the details of everyday life rather than the travails of the kings. In his own way he gives a meaningful response to the cultural realities of his times.

5. Ajaganna-Muktayakka

Ajaganna & Muktayakka are brother & sister who lived in Lakkundi were sharana's of 12th Century. Their vachana's are highly rated for their content.

6. Chamrasa (Narayanpur)

Chamarasa (c. 1425) was a 15th century Virashaiva poet in the Kannada language, during the reign of Vijayanagar Empire, a powerful empire in Southern India during 14th - 16th centuries. A contemporary and competitor to a noted Brahmin Kannada poet Kumara Vyasa, Chamarasa was patronised by King Deva Raya II. The work is in 25 chapters (gatis) comprising 1111 six-line verses (arupadi). His magnium opus 'Prabulinga Leele'. He lived in present Narayanpur village of Gadag Taluka.

7. Pandit Ganayogi Panchakshari Gawayi

Renowned Blind singer Pandit Ganayogi Panchakshari Gawayi belonged to Gadag, and his music school 'Veereshwara Punyashrama' is well-known.

8. Shri. Huligol Narayan Rao (04.10.1884 – 04.07.1971)

Shri. Huligol Narayan Rao was a popular Indian play writer in the modern Kannada literature and a freedom fighter. He composed the then state anthem of the Karnataka State Udayavagali Namma Cheluva Kannada Nadu. This popular song was sung by Huligol Narayan Rao and Gangubai Hanagal at Karnataka Unification Conference held in 1924, which was also the venue which hosted the 1924 Indian National Congress Session in Belgaum.



Shri Huligol Narayan Rao

9. Krishnagouda Hanumanthgouda Patil (16.03.1925 - 02.09.1992)

Shri. K.H. Patil a doyen among the politicians, 'Bheeshma' of co-operative movement. He established host of industrial co-operative, educations institutions, marketing societies and service organisations. His focus was all round development of the farming community. A native of Hulkoti, he represented Gadag in legislative assembly of Karnataka and was a minister. He was president of the Karnataka Pradesh Congress Committee.



Shri Krishnagouda
Hanumanthgouda Patil

10. Sri Siddanagouda Sannaramana Gouda Patil

The first co-operative society of our country was registered in 1905 at Kanaginahal village of Gadag district in Karnataka. Sri Siddanagouda Sannaramana Gouda Patil is considered as the pioneer in the co-operative movement as he is the founder president of the said co-operative society in our country. The Cooperative society movement has been playing an important role in improving the economic condition of people involved

in cooperative movement and has spread to almost all sectors of economic activities, both in rural and urban areas.

11. Padma Bhushan Pandit Puttaraj Gawai (03.03.1914 – 17.09.2010)

Pandit Puttaraj Gawai is a famous Indian musician in the classical tradition, vocalist both in Hindustani and Carnatic Music. He authored more than 80 books in Kannada, Sanskrit and Hindi. He was a music teacher and a social servant. He was blind by birth and helped train blind people in singing, empowering them to become self-reliant and sustainable through their music. He was a member of the Gwalior Gharana (musical tradition school), and popularly known for renditions of devotional music (bhajans) vachanas. He is renowned for his ability to play many instruments such as the veena, the tabla, mridangam, violin etc. He is the recipient of the Padma Bhushan, India's third highest civilian honor, awarded in 2010.



Pandit Puttaraj Gawai

12. Bharata Ratna Pandit Bhimsen Joshi (04.02.1922 – 24.01.2011)

Gadag has vital role in promoting Hindustani music from Karnataka and has been home (*Rona*) to the Hindustani singer Bharata Ratna Pandit Bhimsen Joshi. He belonged to the Kirana gharana tradition of Hindustani Classical Music, and is known for the khayal form of singing, and also for bhajans and abhangs. In 1998, he was awarded the **Sangeet Natak Akademi Fellowship**, the highest honour conferred by Sangeet Natak Akademi, **India's National Academy for Music, Dance and Drama**. He received the **Bharata Ratna, India's highest civilian honour, in 2009**. He was the first musician from India whose concerts were advertised through posters in New York City.



Pandit Bhimsen Joshi

13. Sunil Bandachar Joshi

Sunil Joshi is an Indian former cricketer and selector of the India cricket team. He played as an all-rounder who bowled slow left arm spin and batted left-handed. He played in Indian National Cricket team during period 1996–2001.



Sunil Joshi

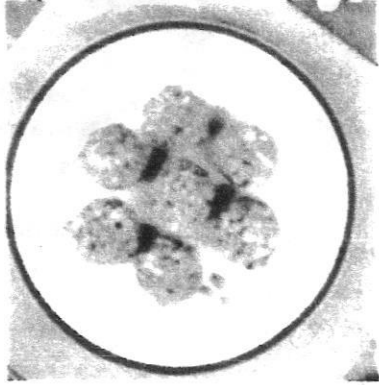
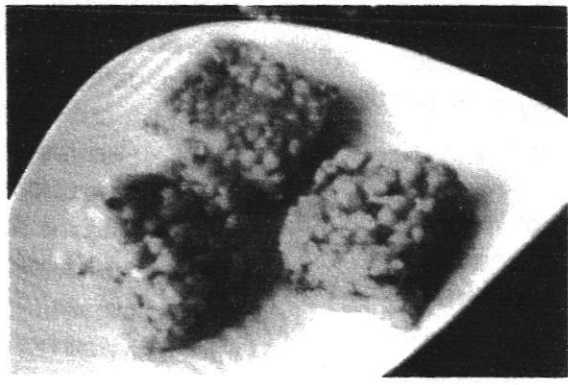
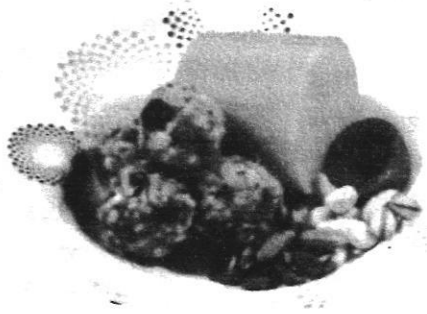
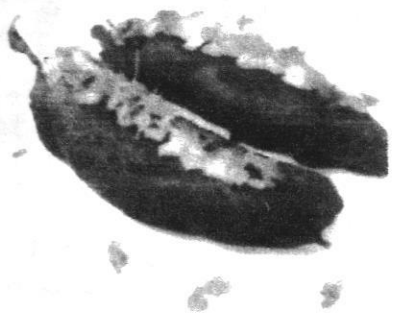
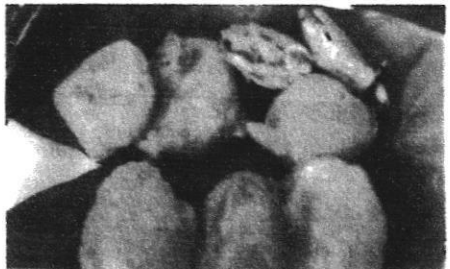
A burning passion for cricket at a young age inspired Sunil Joshi to travel 40 miles to Hubli each morning for practice, and then return to his native town of Gadag in time for school. In 1995-96, his orthodox left-arm spin, delivered with the silkiest action seen since the days of Bishan Bedi, and some free-swinging lower-order batting took him to an unprecedented Ranji Trophy double of 500 runs and 50 wickets. He has One Day Cricket record for 2nd Outstanding bowling analyses in an innings (5 wkts for 6 runs) and has 9th Best economy rate in an innings (0.60).

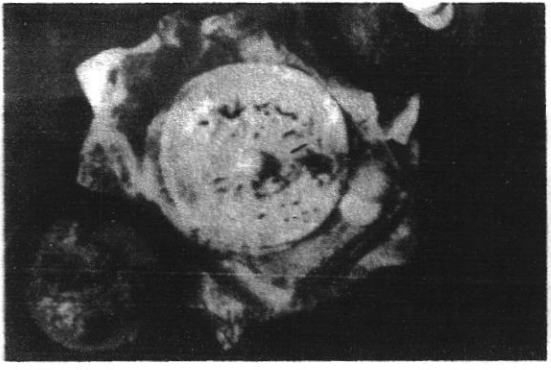

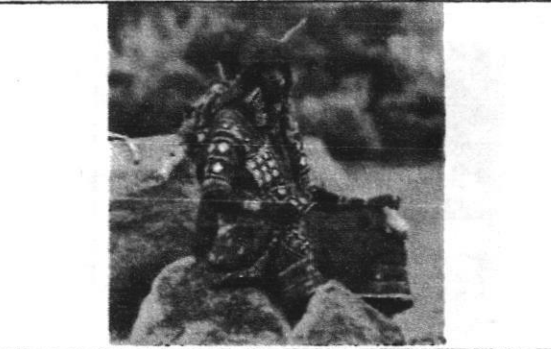

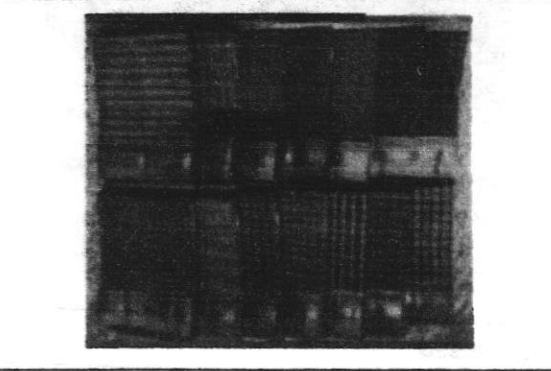


4.A.6. Cultural Heritage and Traditions

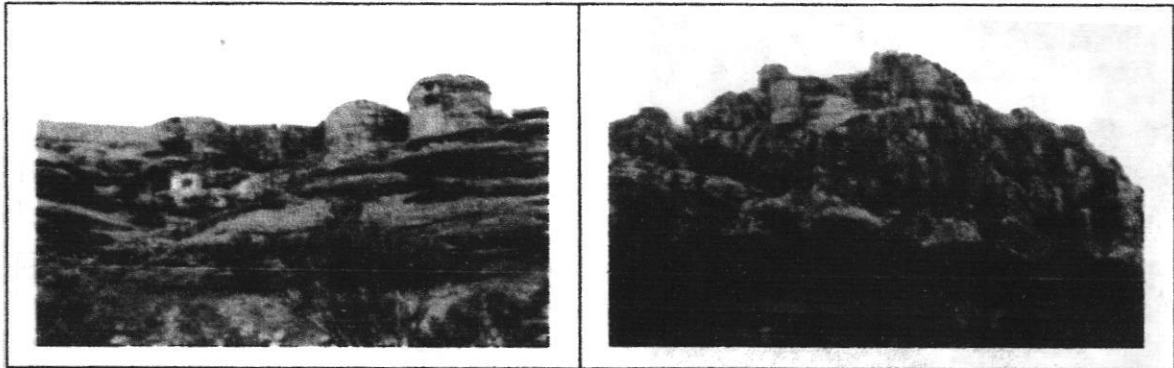
Karnataka state was formed in 1956 after the linguistic reorganisation of various Indian states, when various Kannada speaking regions were brought together. Having been ruled

by different rulers, these regions have their own distinct culture, cuisine, dress, and dialects. North Karnataka has a strong Marathi influence on its dialect and monuments depict architectural influence of Chalukyas, Kalyan Chalukyas, the Rashtrakutas, the Hoysalas, the Vijayanagara Empire and from the Mughals/Islamic architecture.

Few of the cultural, cuisine and traditions settings found in the Gadag district are depicted through pictures are as follows,

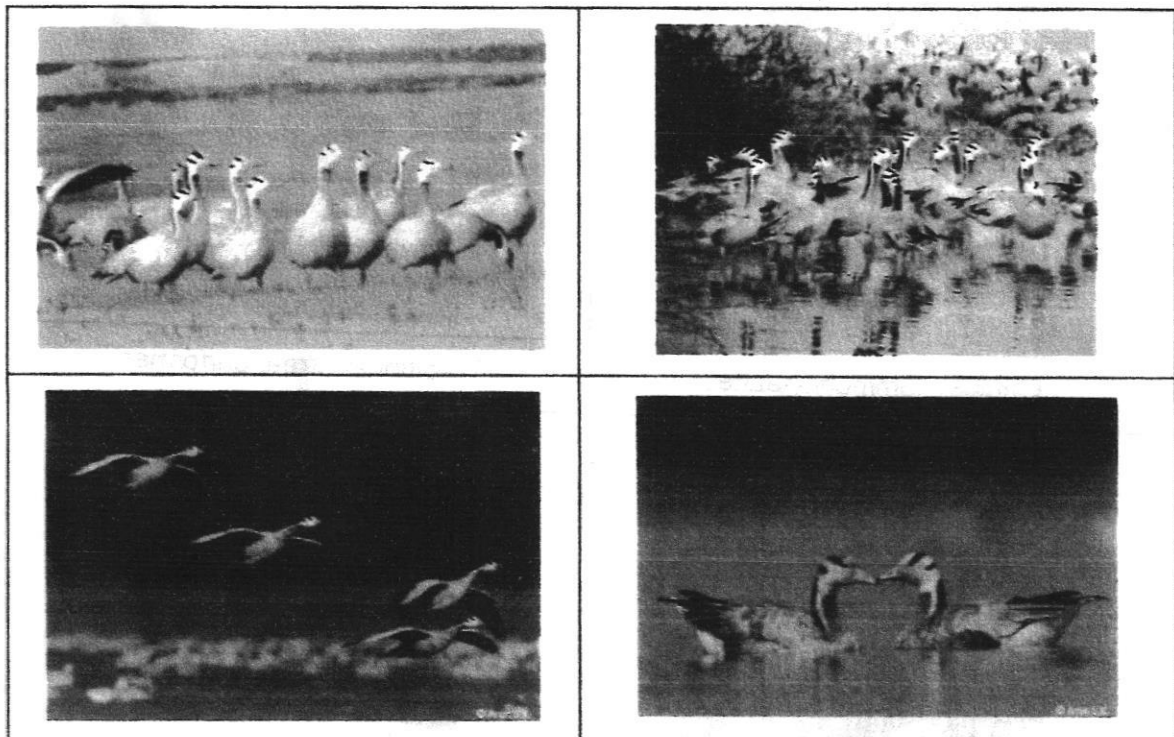
	
Ladagi Ladu	Ladagi Pak
	
Dink Ladu	
	
Mirchi Bhajji (<i>Chili fritters</i>)	Badanekayi Bajji (<i>Eggplant fritters</i>)

	
<p>Jolada Rotti and Badanekayi Palya (Jowar Bread and Eggplant Curry)</p>	<p>Girit</p>
	
<p>Lambani Community attire</p>	<p>Traditional Street performer</p>
	
<p>Gadag Handloom Saree and Khana (blouse piece)</p>	
	
<p>Traditional Handloom weaving of sarees</p>	

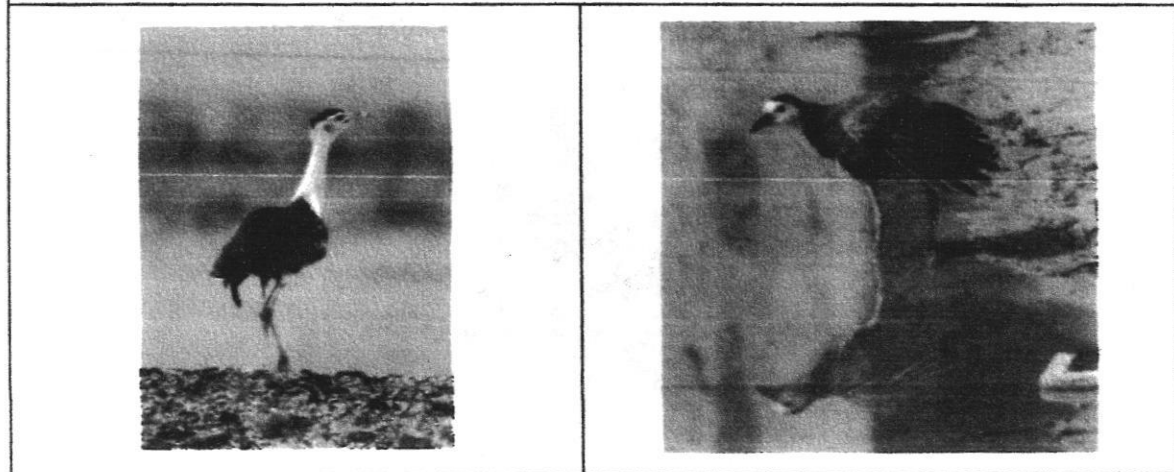


Scenic Landscape and fortification on Hillocks

4.A.7. Common Fauna



Bar-headed Geese



Common Fauna
(Left- Great Indian Bustard, Right- White-breasted Waterhen)

B Tourism Attractions in Gadag District

4.B.1. List of places of tourism interest in Gadag District

- 1. Historic places and temples at Lakkundi:**
 1. Sri Bhrahma Jinalya Temple (Jaina Basthi)
 2. Sri Nanneshwara Temple
 3. Sri Kashi Vishweshwara Temple
 4. Sri Manikeshwara Temple
 5. Sri Someshwar Temple
 6. Sri Mallikarjuna Temple
 7. Sri Laxminarayan Temple
 8. Sri Neelakanteshwar Temple
 9. Sri Halagondi Basaveshwara Temple
 10. Sri Gauraveshwar Temple
 11. Sri Veerabhadreshwar Temple
 12. Sri Virapaksheshwar Temple
 13. Sri Chandramaouleshwar Temple
 14. Sri Old Library Temple

- 2. Step Wells of Lakkundi**
 15. Kannar Bhavi
 16. Siddhar Bhavi
 17. Chabbhera Bhavi
 18. Mussan Bhavi
 19. Someshwar Bhavi
 20. Mali Bhavi
 21. Kumabar Bhavi

- 3. Nature based tourist places at Lakkundi**
 22. Durga Devi Kere (Lakkundi Lake near highway / Mushkine Bahvi)
 23. Algundi Basaveshwara Kere (Lake near Sri Nanneshwara Temple)

- 4. Historic places or Temples at Dambal**
 24. Inspection Bungalow
 25. Sri Doddabasappa Temple
 26. Sri Someshwara Temple
 27. Jasapada Bhavi Step Well

- 5. Nature based tourist places at Dambal**
 28. Dambal Fort
 29. Victoria Lake

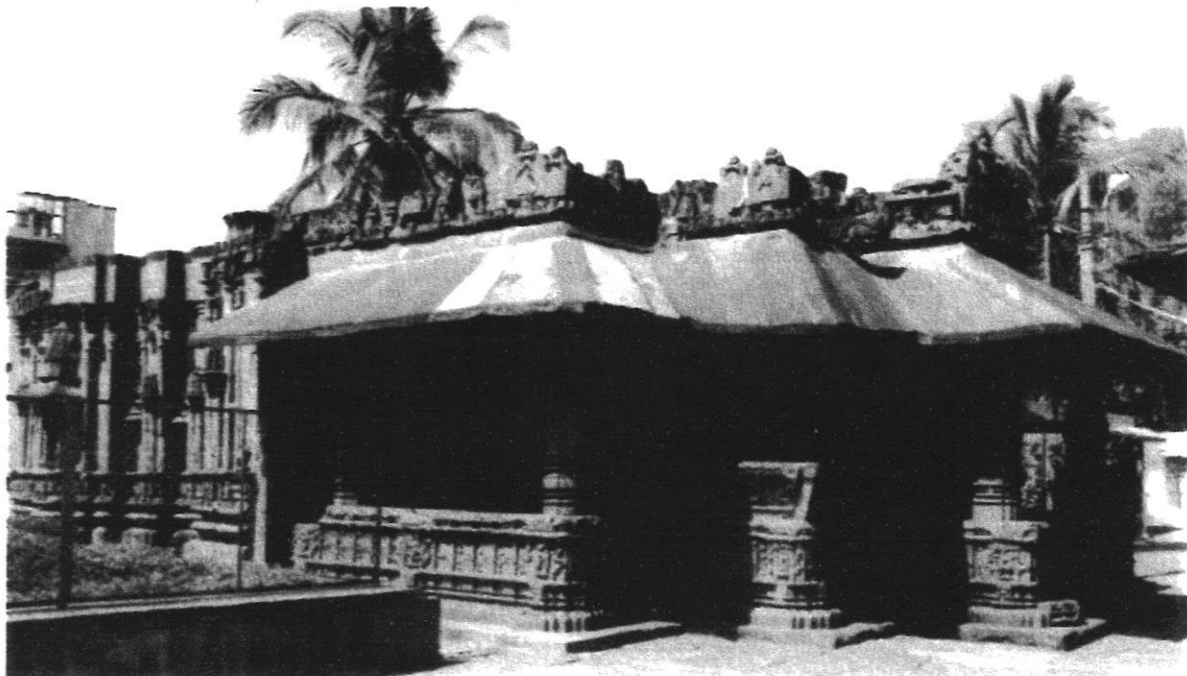
- 6. Historic Places or Temples at Gadag City**
 30. Sri Veerananarayana Swami Gudi
 31. Sri Someshwara and Rameshwara Temple
 32. Sri Trikuteshwara Swami and Sri Saraswati Temple
 33. Sri Tontadarya Matt

34. Shivananda Matt
 35. Sri Veereshwara Punyashrama
 36. Sri Basaveshwara Statue
- 7. Nature Based tourist places at Gadag City**
37. Salumarada Thimmakka Tree Park
 38. Tiranga Park
 39. Gadag Zoo
 40. Bheeshma Kere
 41. Koneri Konda
- 8. Historic places or temples at Sudi and Gajendragad**
42. Sri Kalakaleshwara Temple
 43. Gajendragad Fort
 44. Bhujanga Chaya
 45. Sri Mallikarjuna Temple at Sudi
 46. Shiva and Ganesha Temple, with Nagakunda Stepwell
 47. Sri Jodamurthi Temple (Twin Tower Temple)
- 9. Historic places or temples at Kappatgudda and Laxmeshwar Region**
48. Sri Someshwar Temple, Laxmeshwar
 49. Sri Fakkireshwara Matt, Shirahatti
 50. Shrimantagada Fort
 51. Sri Holalammadevi Temple, Shrimantagada
 52. Sri Mukthi Mandir, Laxmeshwar
 53. Sri Mahalinkeshwara Temple, Mahalinkpura
- 10. Nature based tourist places at Kappatgudda**
54. Kappatgudda
 55. Shettikere
 56. Magadikere
 57. Mahalingeshwara
 58. Hammigi Dam
 59. Sasalwada
- 11. Other Major Tourist Attractions**
60. Sri Parameshwara Temple, Konnur
 61. Venkateshwara Temple, Venketapur
 62. Chhaya Chandrana, Chinchali
 63. Dawal Malik Darga, Mulgund
 64. Dargah, Laxmeshwar
 65. Jumma Masjid, Laxmeshwar
 66. Sri Bhimambika Temple, Itagi
 67. KH Patil Naturopathi Hospital

Figure 1: Naga Kunda, Sudi



Figure 2: Trikuteshwara Temple Complex, Gadag

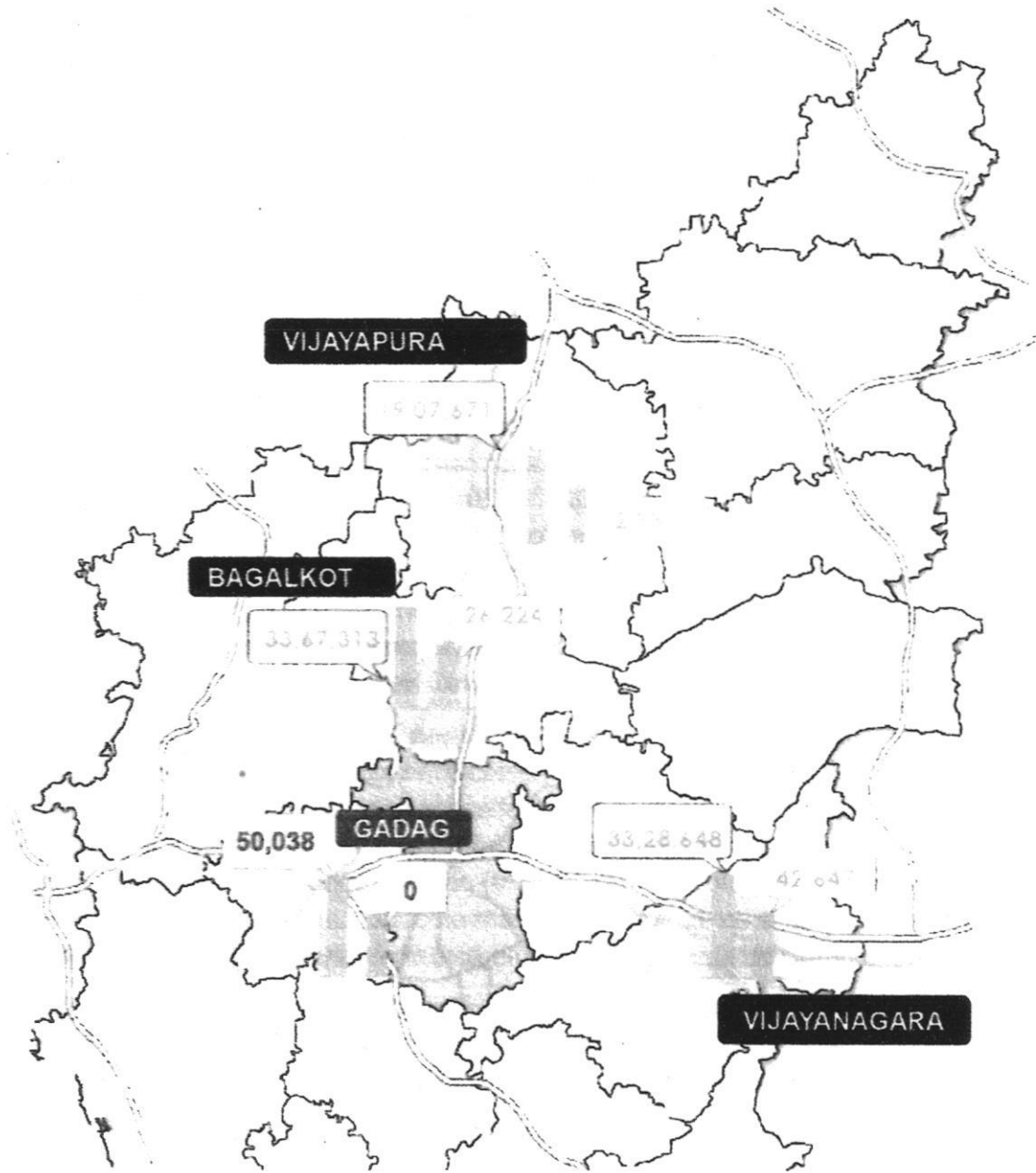


About 67 tourist destinations were mapped by conducting site visits and also by discussing with the Gadag Tourism Development Committee. Location map prepared by the committee is given below in the next page. While conducting site visits, a detailed infrastructure cataloguing was carried out to understand the existing infrastructure scenario on site. Furthermore, site analysis and concept proposals are being discussed in the upcoming sections of the report. Location map prepared by iDeCK team is given below.

Tourist destinations are spread across the district however the major destinations are located in Lakkundi, Dambal, Gadag City, Gajendragad and Sudi.

4.B.2. Current Tourist Footfalls

Gadag is a like a slice of history tucked away in the western corner of Karnataka. The small district of 4656 square kilometres has domestic footfall of 50,038 in 2022 and the foreign tourist footfall is near zero. This is mainly because the major tourist attractions of Gadag lies un-noticed and it is not popularised amongst the other tourist attractions such as Hampi and Badami. Apart from that, Gadag district does not have any famous accommodation facilities, or the district is yet to explore the potential tourism market.



C Potential for Development of Tourism and Growth Areas

4.C.1. Brief of tourism potential of listed places, particularly major locations

Gadag being one of the district which lies close to Hampi and Badami is still remaining as an un-explored tourist destination. The national highway 67 which connects Ballari and Hubballi goes through Gadag and the same road also connects Goa, Karwar and Gokarna with Hampi. Therefore, being connected with national highways and few of the major tourist destinations, development of tourist destinations in a planned manner will help the district to tap the tourism potential and the economy associated with it.

The places such as Lakkundi, Dambal, Sudi, Rona, Gajendragad, Laxmeshwar and Kappatgudda shall be developed and brought into the tourism circuit of North Karnataka. The section below will map the existing tourism activities in the district category wise and also explore the potential tourism products for development. Furthermore, Lakkundi being one of the most popular and the destination, which is lying alongside the NH 67, Lakkundi has a huge potential.

There are 844 State ASI monuments in Karnataka and out of which 44 are in Gadag and there are about 27 Central ASI monuments in the District. Gadag District has ruins from the past dating up the Palaeolithic, Neolithic, Bronze Age and Stone Age.

Lakkundi was declared as a Heritage site 2014 and the Lakkundi Heritage Area Development Authority³ has been created and mandated in the Budget Declaration 2017-18. Government Order No: Article 6820 of Bengaluru, Bangalore, dated: 22.10.2020 approved by Act. and Government Order No: TOR / 91 / TDA / 2020, Bangalore Notification issued with effect from 22.12.2020 is an Act to provide for conservation of the cultural heritage of Lakkundi with all its archaeological remains and natural environs; to preserve its cultural identity and to ensure sustainable development of the Lakkundi Heritage Area, in the State of Karnataka and to constitute Lakkundi Heritage Area Development Authority³.

Presence of the ruins of ancient temples and non-excavated remains of heritage buildings makes Lakkundi a Unique destination⁴. Therefore, excavation of these sites also can be merged with the tourist activities at this destination. As an experiential tourism activity, tourists can be part of the excavations and shall take some memories along with them. A proper plan and special purpose vehicle (SPV) can be proposed at Lakkundi for carrying out these excavations as an experiential tourism product. Lakkundi Development Authority being an autonomous body may guide and regulate the tourism activities at Lakkundi.

The bread and breakfast system can also be popularised in this region by training the households who are willing to explore this product. The small village of Lakkundi has many houses which are built at-least around 60-70 years before.

Bheeshma Kere : This water body though not very large, is situated within Gadag city itself. It has a nice water body with an island and attractive Basava statute in the background. It was informed that a decade back some water activities were started but did not sustain. The activities that can be carried out in this lake are motor boat rides, pedal boating and kayaking. These activities could be carried out in the day time as well as evening and night times. Especially during summers. A little bit of dredging is required,

³ Department of Parliamentary Affairs and Legislation Secretariat, Notification No: DPAL 68 Shasana 2020, Bengaluru, Dated: 22.10.2020

⁴ Report by Department of Archeology, Museum and Heritage, 2023

raising the water level and installation of lights. Beautification of the island would also help. A jetty for parking the boats and embarking / disembarking of visitors would also be required. All these would attract locals and tourists in large numbers.

Dambal Lake: This lake is located about 20kms south east of Gadag city and is a considerably large water body. The road connectivity is good, and one can reach there in about 25mins. It has a historical connection from the British times. The wind conditions are all also good. This waterbody can accommodate all the water activities as mentioned for Bheeshma Kere and much more. In addition, speed boats and associated activities could be deployed. Sailing can be carried out from small dinghies to medium class of sail boats. on shore resort like facilities would complement the environment. Attracting people to come and stay overnight.

Magadi Kere: This lake situated about 35kms south of Gadag is famous for its migratory birds. This lake is in between Bheeshma Kere and Dambal lake in size. Being a eco sensitive zone there should be no motorized activities.

The activities and the water bodies have been detailed above. To conduct these activities support can be taken from Yachting Association Of India (YAI), Karnataka State Sailing Association (KSSA) , Royal Mysore Sailing Club (RMSC) may be contacted to get professional expertise and skilled manpower for conducting these activities. Plan must be to set this whole thing up in a professional manner. So that it can sustain for a long period and attract more locals and tourists regularly. It may be noted that this would be a first of its kind project in the country and must be approached with all seriousness to setup a model example.

Figure 3: Sri Nanneshwara Temple, Lakkundi

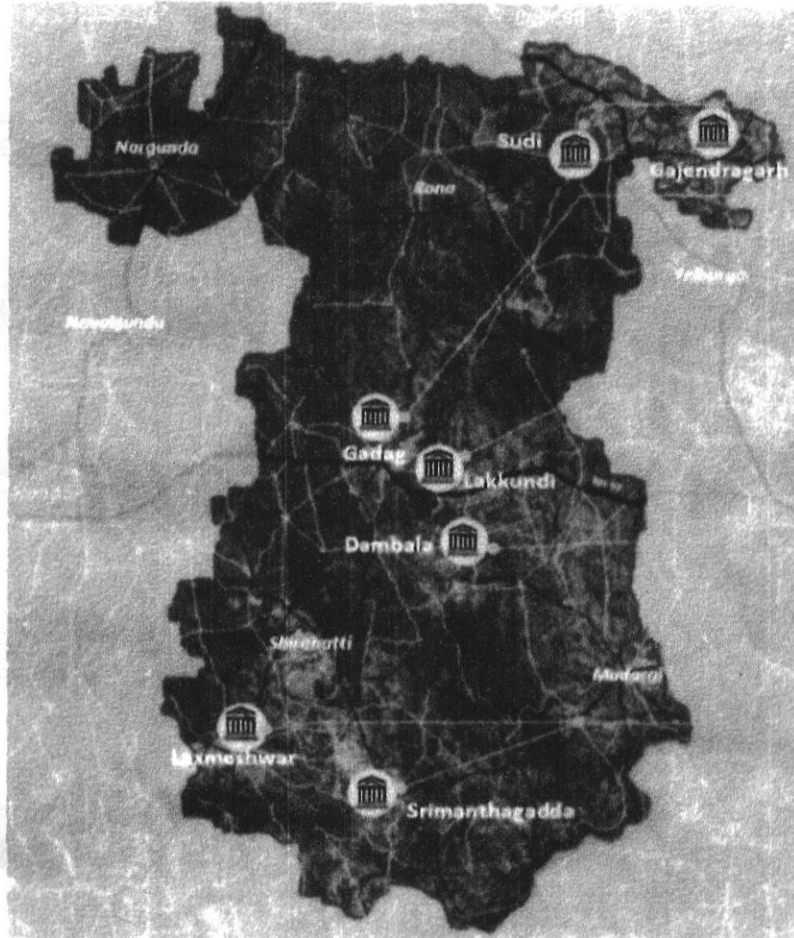


Figure 4: Historic relics in Lakkundi which needs excavation and conservation




4.C.2. Existing Product Enhancement: Heritage & Culture

KEY MAP



LEGEND/INFERENCE

- District Boundary
- National Highway
- State Highway
- Major District Roads
-  Heritage / Cultural Tourism Nodes



Gajendragarh and Sudi

- Gaendragarh Fort
- Bhujanga Chaya
- Kalakaleshwara Temple



Gadag

- Basaveshwara Statue
- 4 Monuments
- 2 Matt
- Archelogy Museum



- 6 Major Monuments
- ASI Museum
- Historic relics



Dambala

- 2 Major Monuments
- Step well (historic)
- Old IB Guest House

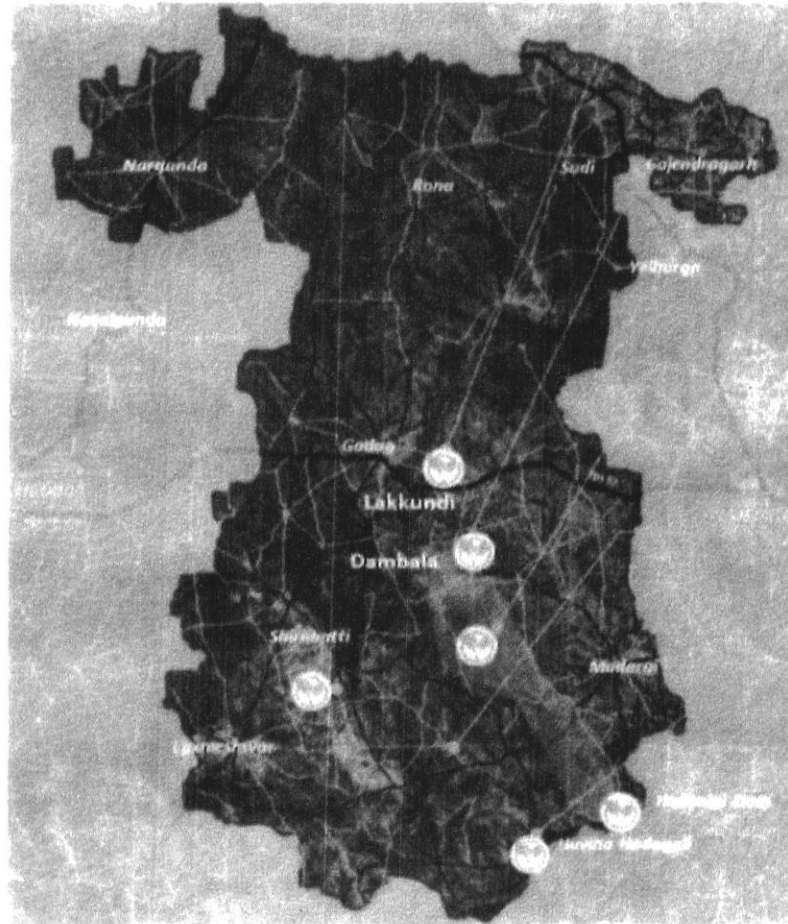


Laxmeshwar and Srimanthagadda Fort

- Someshwara Temple, Laxmeshwar
- Srimanthagadda Fort
- Fakkireshwara Temple, Shirihatti
- Mukthi Mandir, Laxmeshwar
- Rock carving of ancient literature

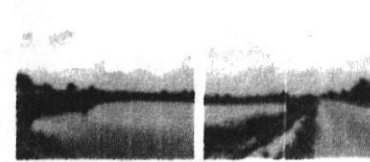
4.C.3. Existing Product Enhancement: Nature

KEY MAP



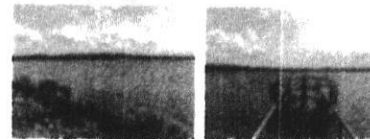
LEGEND/INFERENCE

- District Boundary
- National Highway
- State Highway
- Major District Roads
- Eco / Nature Tourism Nodes



Lakkundi Lake

- Eco-tourism huts/ resturants



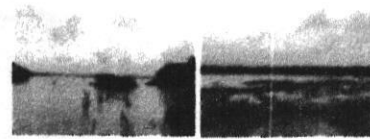
Victoria Lake

- Eco-retreats
- Camping Space



Kappadgudda

- Eco-tourism huts
- Potential for Biodiversity interpretation centre



Shettikere

- Nature Camps
- Eco-tourism viewing decks

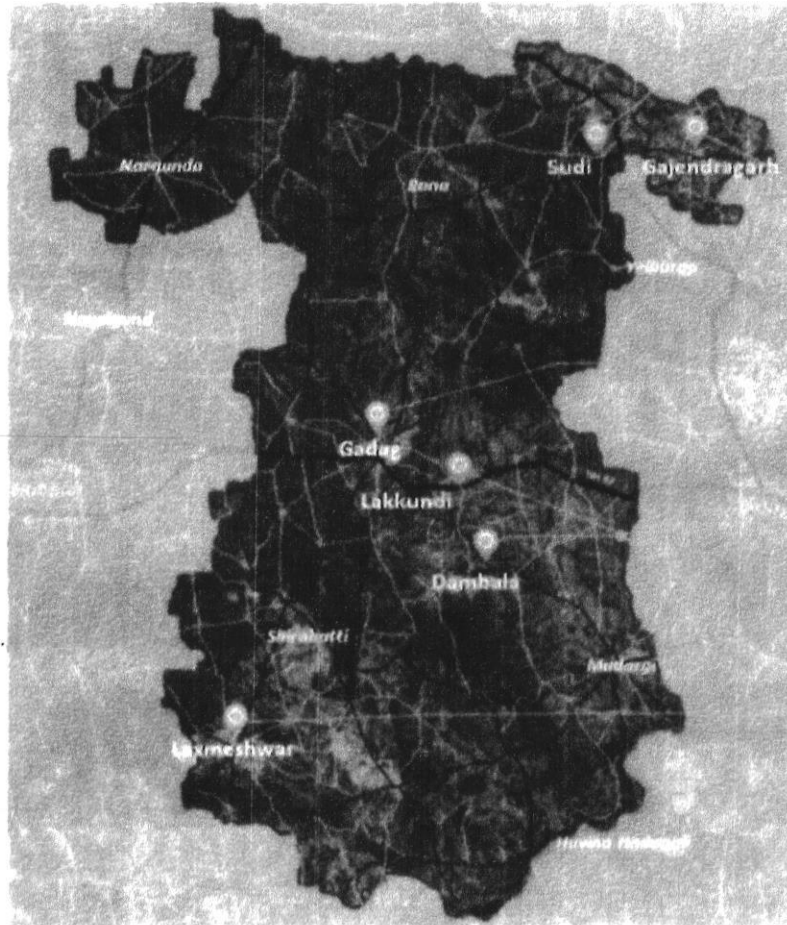


Salsalwada

- Nature camos
- Sacred groves camps

4.C.4. Existing Product Enhancement: Spiritual

KEY MAP



LEGEND/INFERENCE

- District Boundary
- National Highway
- State Highway
- Major District Roads
- Temples / Religious Destinations



Sudi

- Twin tower temple
- Shiva & Ganesh Temple with Step well
- Mallikarjuna Temple



Kalakaleshwara Temple, Gajendragarh

- Kalakaleshwara Temple
- Nandi Statue



Gadag

- Someshwara and Rameshwara Temples
- Saraswati Temple
- Veerananarayana Swami
- Naturopathi Hospital



Lakkundi and Dambala

- 6 ASI Monuments
- Bhrama Temple
- Muskinabhavi
- Japalabhavi
- Dodda Basappa Temple

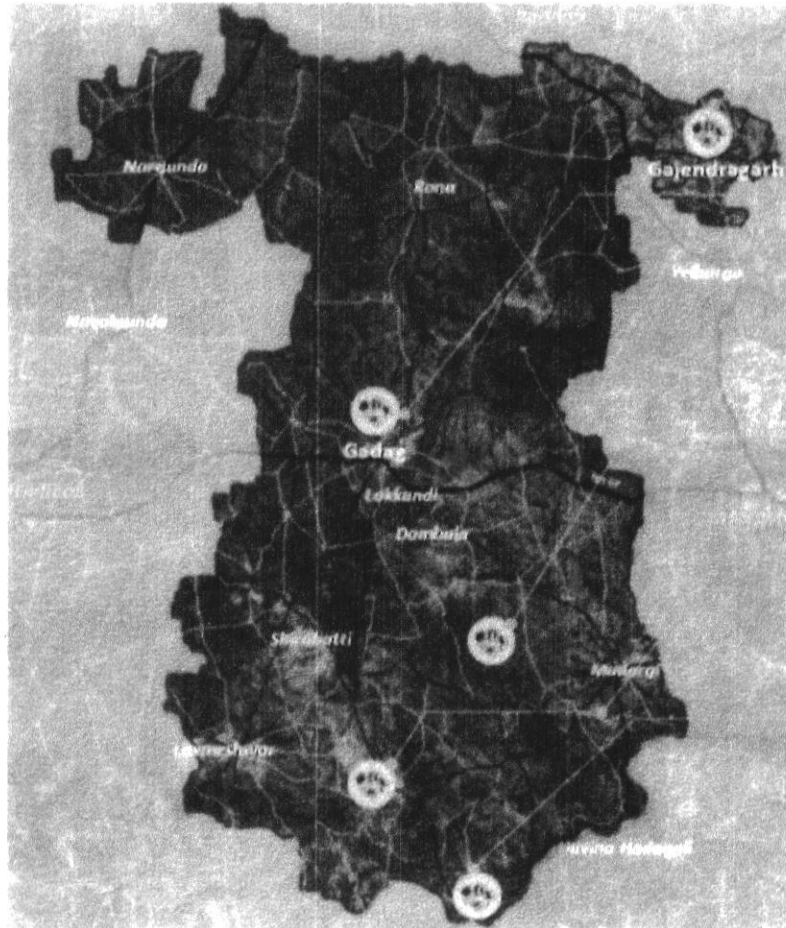


Laxmeshwar


- Someshwara Temple, Laxmeshwar
- Mukthi Mandir, Laxmeshwar

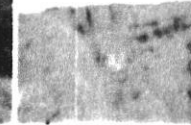
4.C.5. Existing Product Enhancement: Activities

KEY MAP



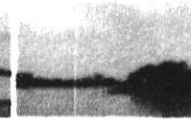
LEGEND/INFERENCE

- District Boundary
- National Highway
- State Highway
- Major District Roads
-  Activity Based Tourism



Gajendragarh Fort

- Trekking to Gajendragarh Fort
- No designed trails
- Safety concerns



Bishma Park / Lake, Gadag

- Boating (currently not functional)



Kappatgudda

- Trekking
- Zip line
- Camping



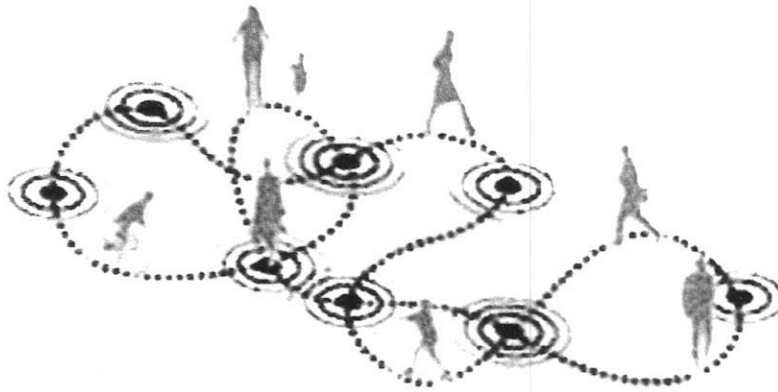
Srimantagadda Fort

- Trekking



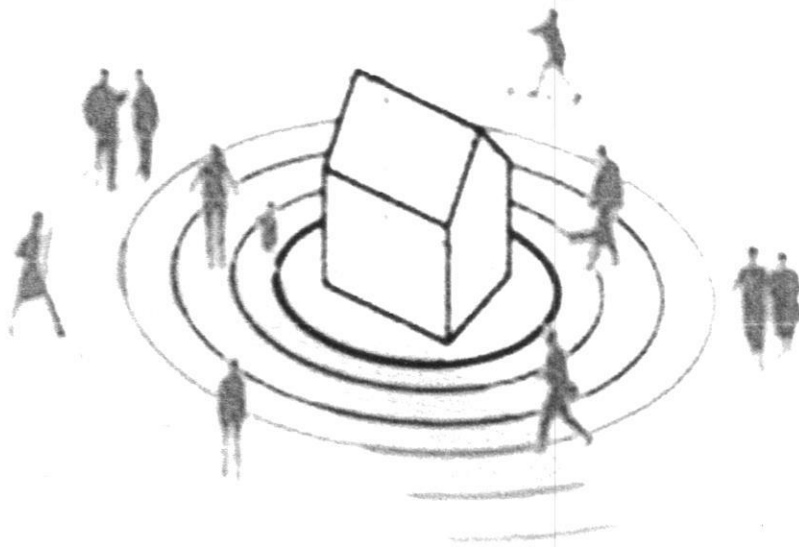
Sasalwada Islands

- Boating to island, camping etc. (Not functional now)



Inclusive Circuit Development

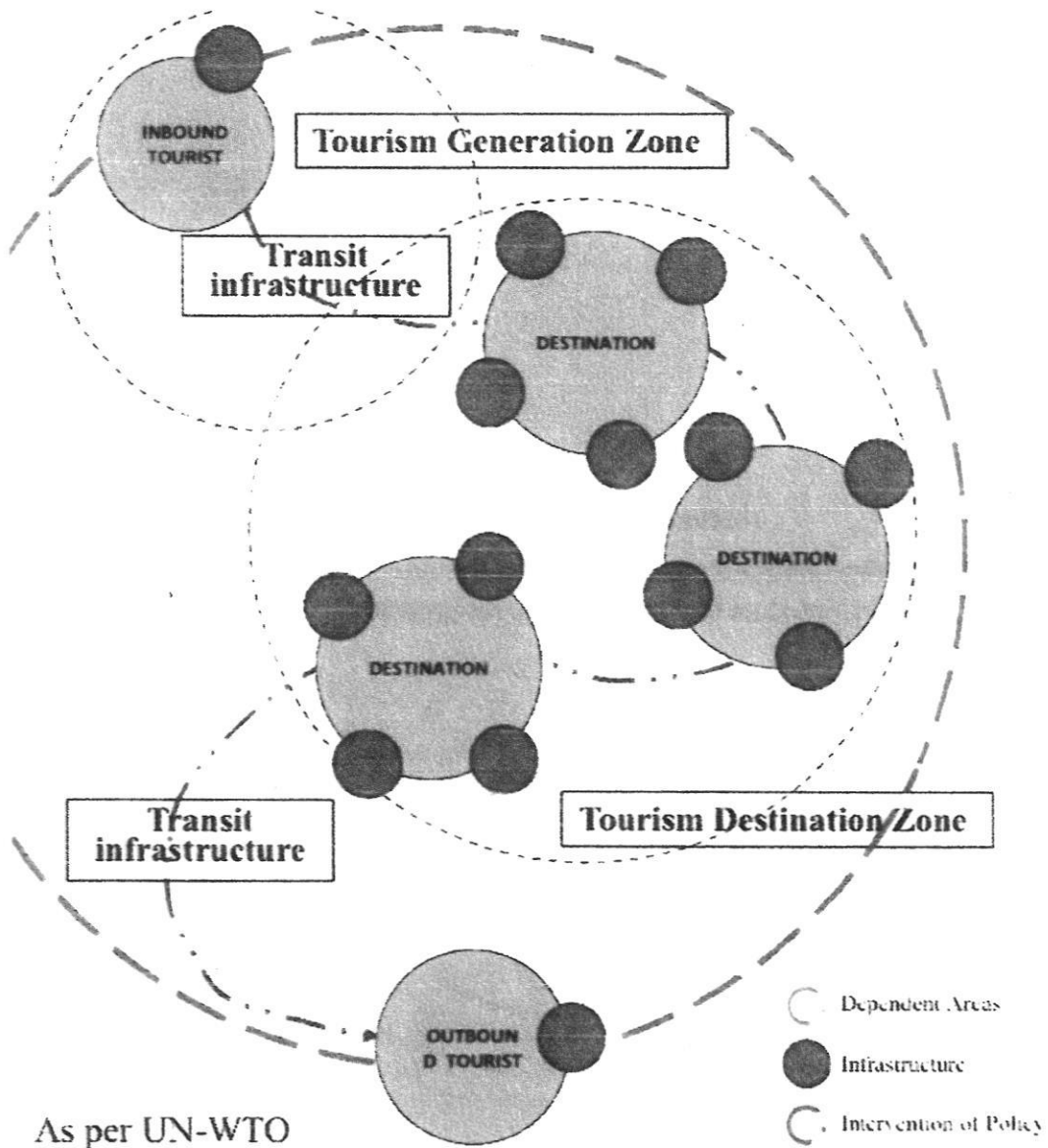
- Identify attractions and propose components that are unique
- Develop inclusive products that cater to all user groups



- Develop contextually integrated destinations, augmenting its strengths
- Create appropriate tourism infrastructure to facilitate the positioning of the destination

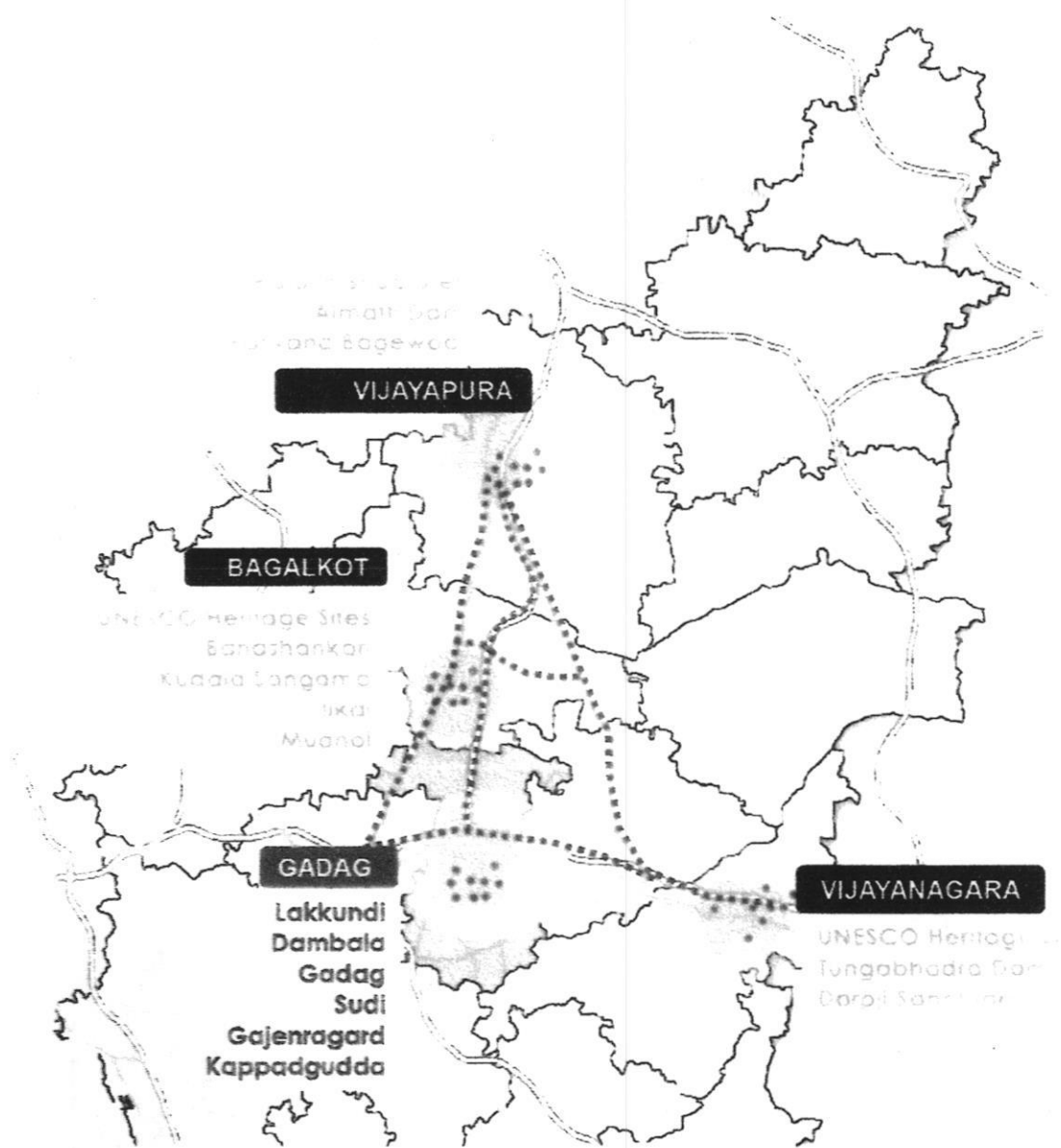
5. Development of Key Attractions

A. Framework for Development of Key Attractions



- Identifying the key tourist destinations in Gadag
- Developing a micro circuit for the District of Gadag
- Identifying the gaps and challenges with respect to tourism augmentation
- Focusing on empowering communities and fostering the ethos of local cultural and heritage
- Creating holistic tourist infrastructure for the Northern Karnataka circuit and destinations identified in Gadag District
- **Developing Destinations for all Segments of Travellers**

4.C.7. Integration with tourism circuits



Gadag may not resound with the footfalls of visitors, but connoisseurs of Indian architecture will be fascinated by the different temple complexes that tower over the Gadag landscape.

Gadag is located between two UNESCO world heritage sites of Vijaynagara and Bagalkot. Considering the increasing tourism activities in and around Hampi and Badami, the development of Gadag will offer an alternate tourist destination with similar features but less crowded.

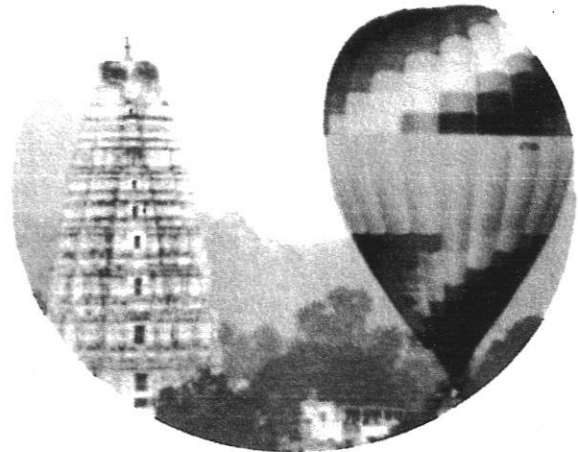
Gadag also offers nature-based tourism attractions such as Sasalwada, as well as activity-based tourism attractions such as Kappatgudda, Shrimantagada Fort, Gajendragad Fort etc. for trekking.

4.C.6. Development of new products



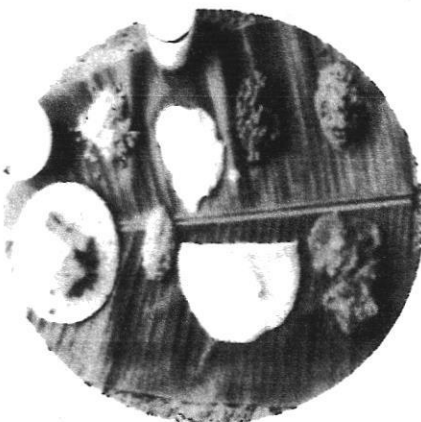
HERITAGE & SPIRITUAL

- The circuit being more related to most of it as heritage ruins showing the culture, mythological history of the place with tangible elements
- Home to some of the revered temples in the State



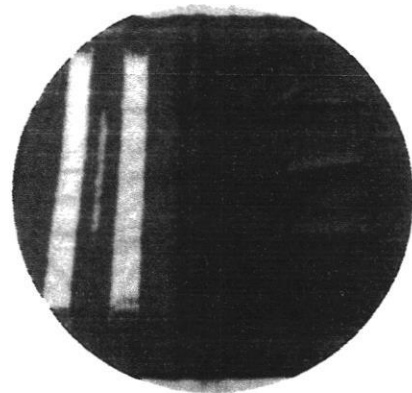
ADVENTURE

- Adventure Tourism can be part of these historical landscapes in terms of Rock Climbing, cliff jumping, kayaking, hot air balloons, coracle rides and trekking.



GASTRONOMY / CUISINE



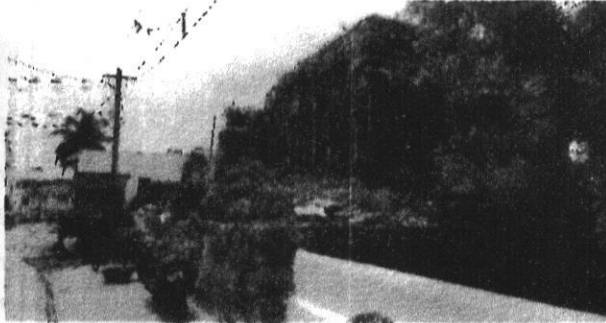



- North Karnataka is famously known for its Uttara kannada Jolada Rotti Oota on banana leaf
- This is also the tradition of many women who carry home kitchen on their head and serve the food in and around tourist sites.




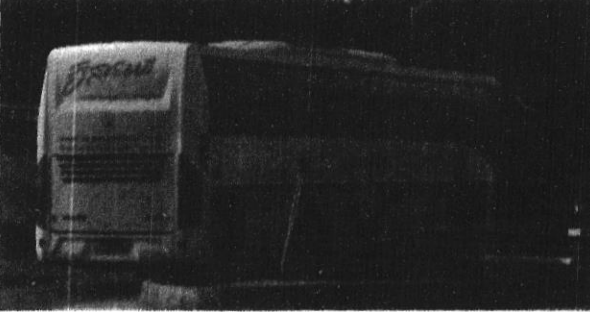




ART & CULTURE

- Ilkal is famous for hand-loomed sarees (worn in the North Karnataka, Andhra Pradesh and Maharashtra).
- Ilkal sarees have a distinctive pattern and are usually made from cotton.
- Best suited for the hot dry weather conditions

5.A.1. Gap Assessment

<p>Information / Direction Signages – Very Poor</p>	<p>Public Transport Connectivity – Very Poor</p>	<p>Conservation of Sites - Poor</p>
<p><i>Bhisma Jinalaya Site at Lakkundi without any signage.</i></p> 	<p><i>Road towards Gajendragad is under construction and the place is not connected with direct buses from Bangalore/ Hampi</i></p> 	<p><i>Historic relics are not being conserved or protected at Lakkundi</i></p> 
<p>Road Connectivity - Poor</p>	<p>Site Maintenance and Ticketing – Very Poor</p>	<p>Tourism Amenities – Close to Nil</p>
<p><i>Places such as Sasalwada, Shettikere etc. are connected by village roads / narrow roads</i></p> 	<p><i>The monuments at Sudi is not properly maintained or protected.</i></p> 	<p><i>The Yatri Nivas at Lakkundi is currently in a dilapidated stage and not functioning properly</i></p> 

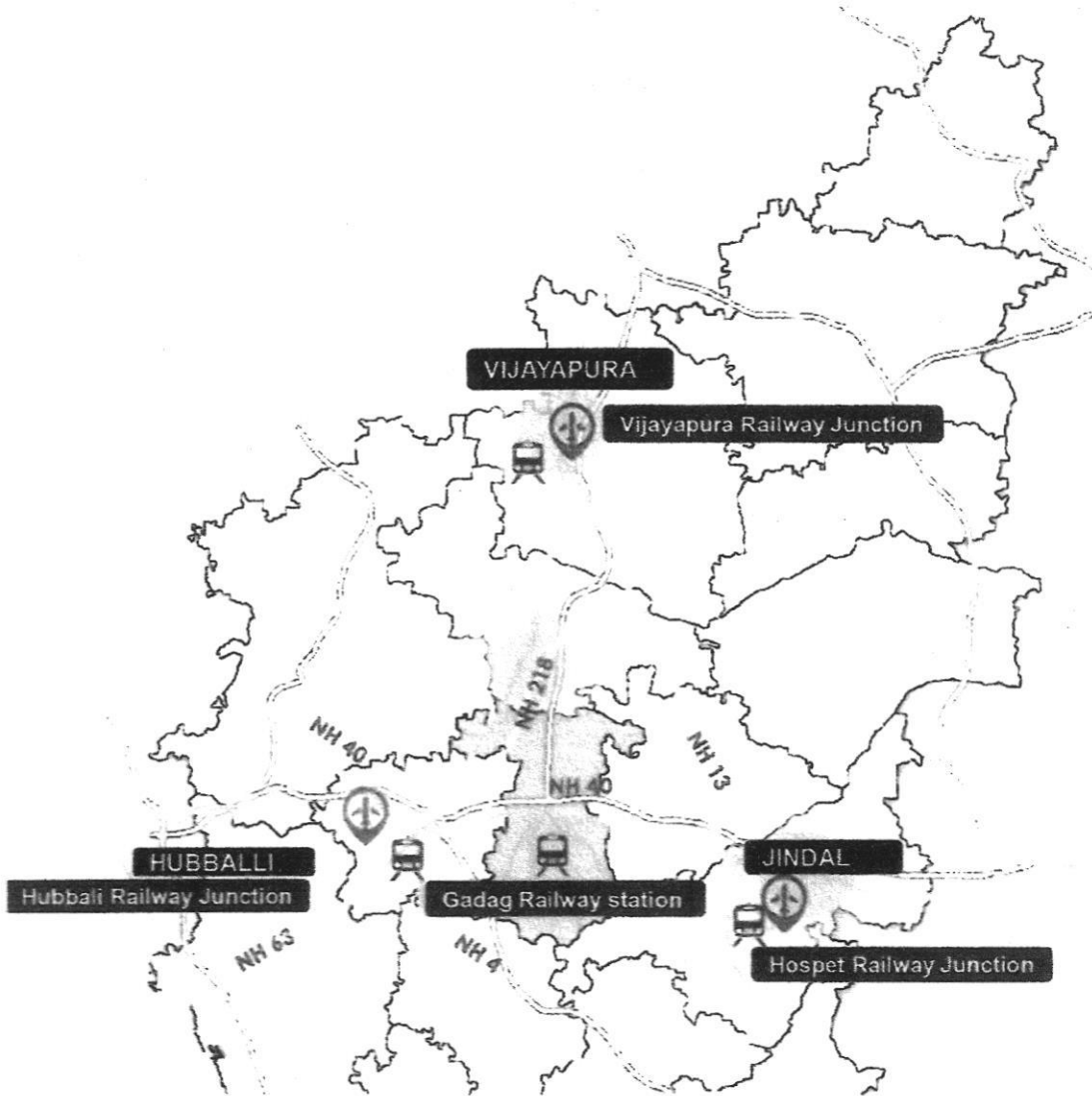
5.A.2. Areas of Improvement:

Information / Direction Signages	Public Transport Connectivity	Conservation of Sites
<p><i>Provision of Information and Direction Signage</i></p> 	<p><i>Improvement of Bus Services to Gadag from Bangalore / Hampi / Bagalkote</i></p> 	<p><i>Site Excavation and Conservation Activities also to be merged with tourism</i></p> 
Road Connectivity	Site Maintenance and Ticketing	Tourism Amenities
<p><i>Developing the access road connectivity to the tourist sites</i></p> 	<p><i>Ticketing of the monuments after conservation – to fund O&M cost from tickets</i></p> 	<p><i>Development of Wayside amenities, cultural haats, parking space, restaurants etc.</i></p> 

B Development Plans

Destination-wise inputs & Development Plan:

i. Location & Connectivity



- Nearest Airport : Hubballi Airport -63.7km
Jindal Airport – 131km
Vijayapura – 196km

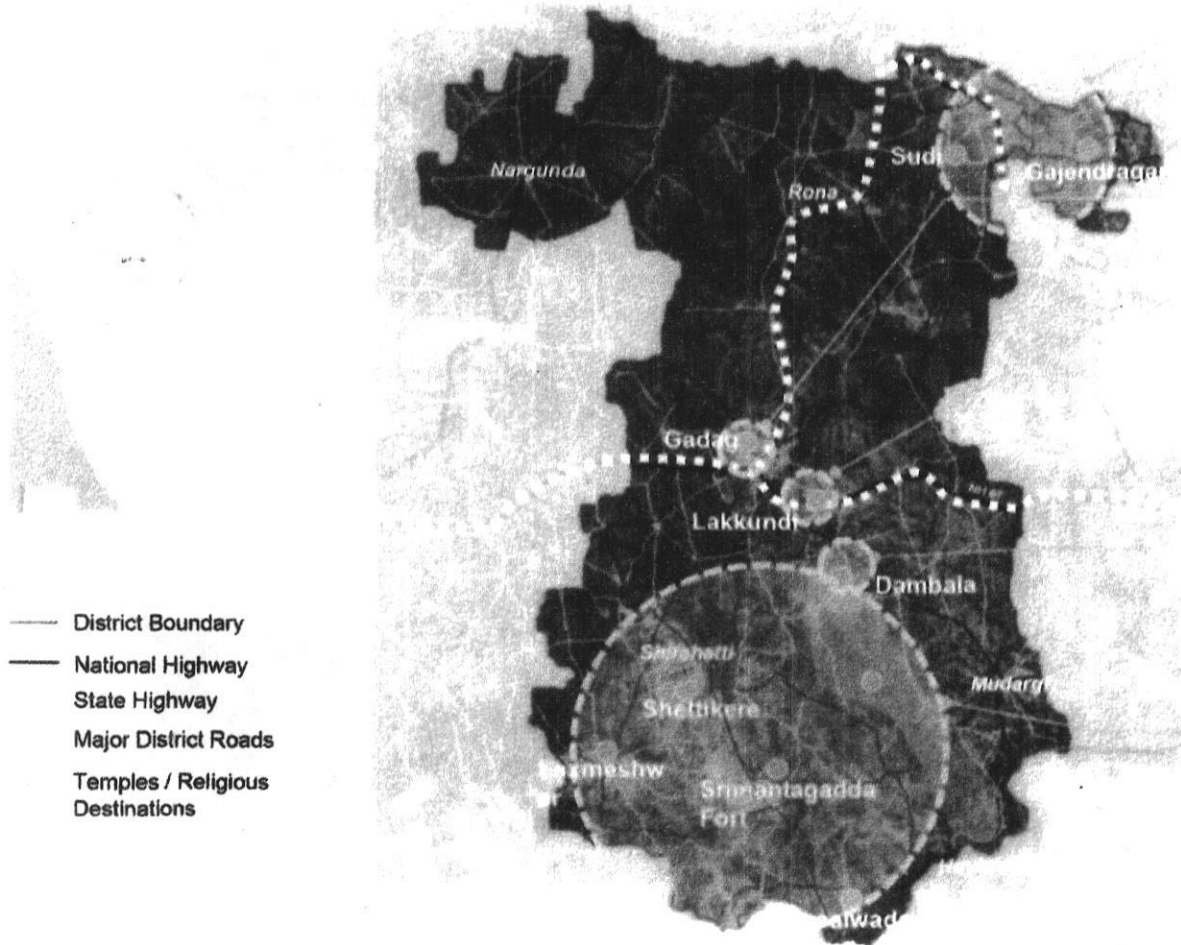


- Nearest Railway Station: Gadag Railway station – 1km
- Hospet railway junction – 65km



- Nearest NH: NH 67, NH 367, NH 52

ii. Overview of the site details and interventions proposed for Gadag District

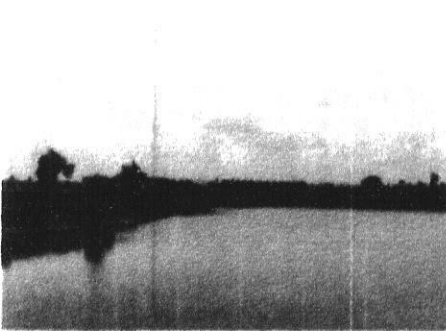


	<p>Cluster 04</p> <ul style="list-style-type: none"> • Gajendragarh • Sudi
	<p>Cluster 03</p> <ul style="list-style-type: none"> • Gadag
	<p>Cluster 01</p> <ul style="list-style-type: none"> • Lakkundi
	<p>Cluster 02</p> <ul style="list-style-type: none"> • Dambala
	<p>Cluster 05</p> <ul style="list-style-type: none"> • Laxmeshwar • Kappadgudda • Fakkireswar • Sasalwada • Srimathagadda

5.B.1. Cluster 01: Lakkundi, Gadag



Cluster 01: Lakkundi, Site Photographs



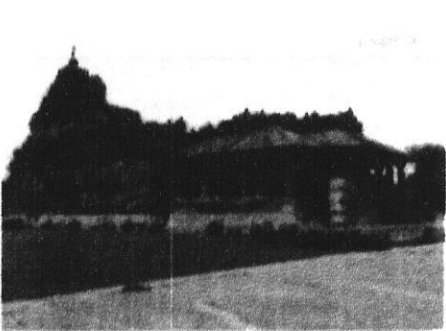
Lakkundi Lake Lakkundi



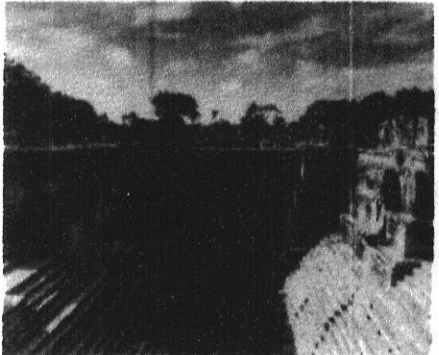
Lakkundi Boating Lake Lakkundi



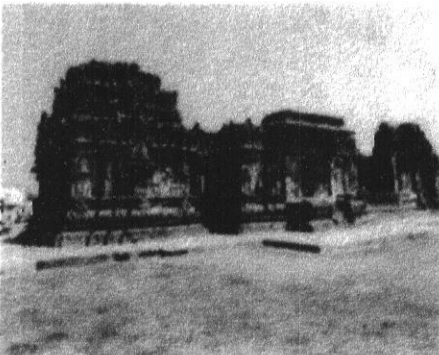
Yatri Nivas Site Lakkundi



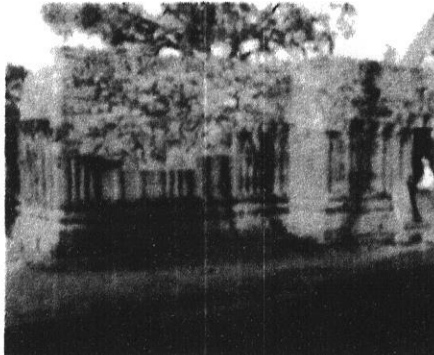
Shri Brahma Jinalaya (Basadi) Lakkundi



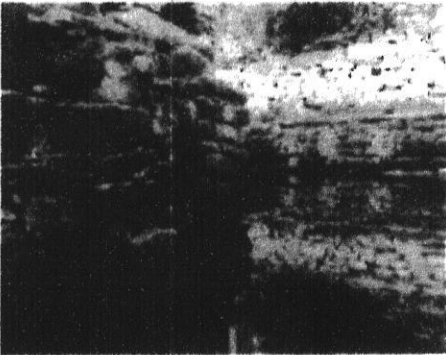
Mukteshwar Bhavi Lakkundi



Kashi Sveshwara Temple Lakkundi

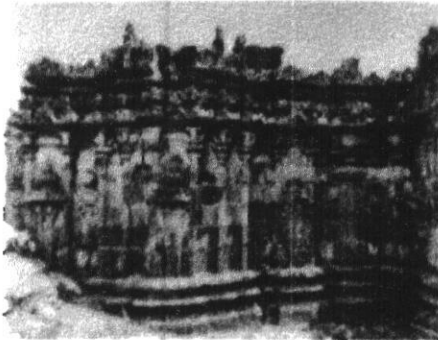


Sri Chandramouleshwara Temple Lakkundi

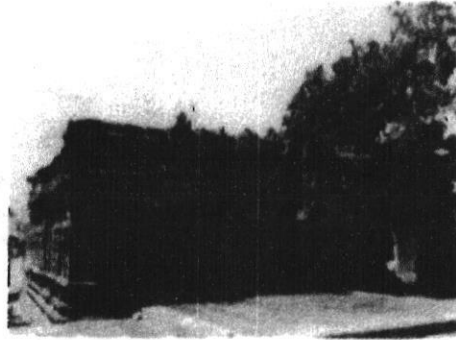


Amaneya Devasthana Lakkundi

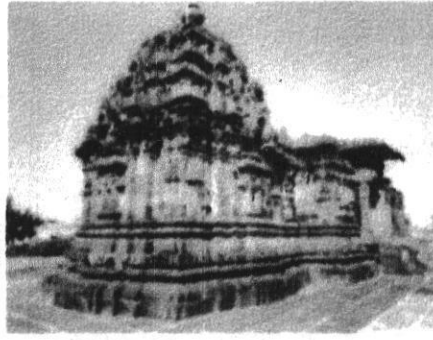
Cluster 01: Lakkundi, Site Photographs



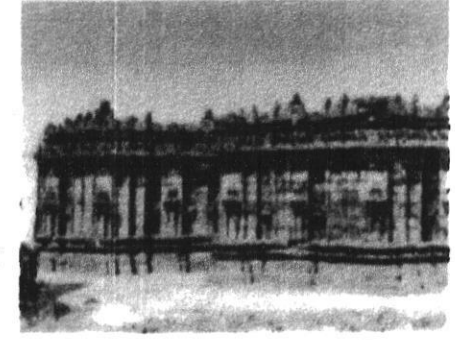
Shri Kumbhleshwara Temple Lakkundi



Shri Virupaksheswara Swami Temple Lakkundi



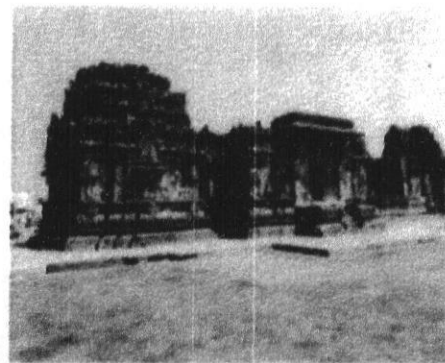
Sri Halugonda Basaveshwara Gudi Lakkundi



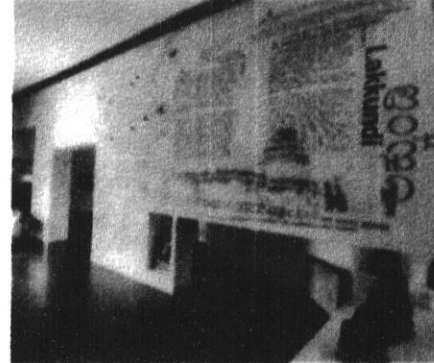
Sri Naganaalha Temple Lakkundi



Musken Bhavi Lakkundi



Kasivishwara Temple Lakkundi

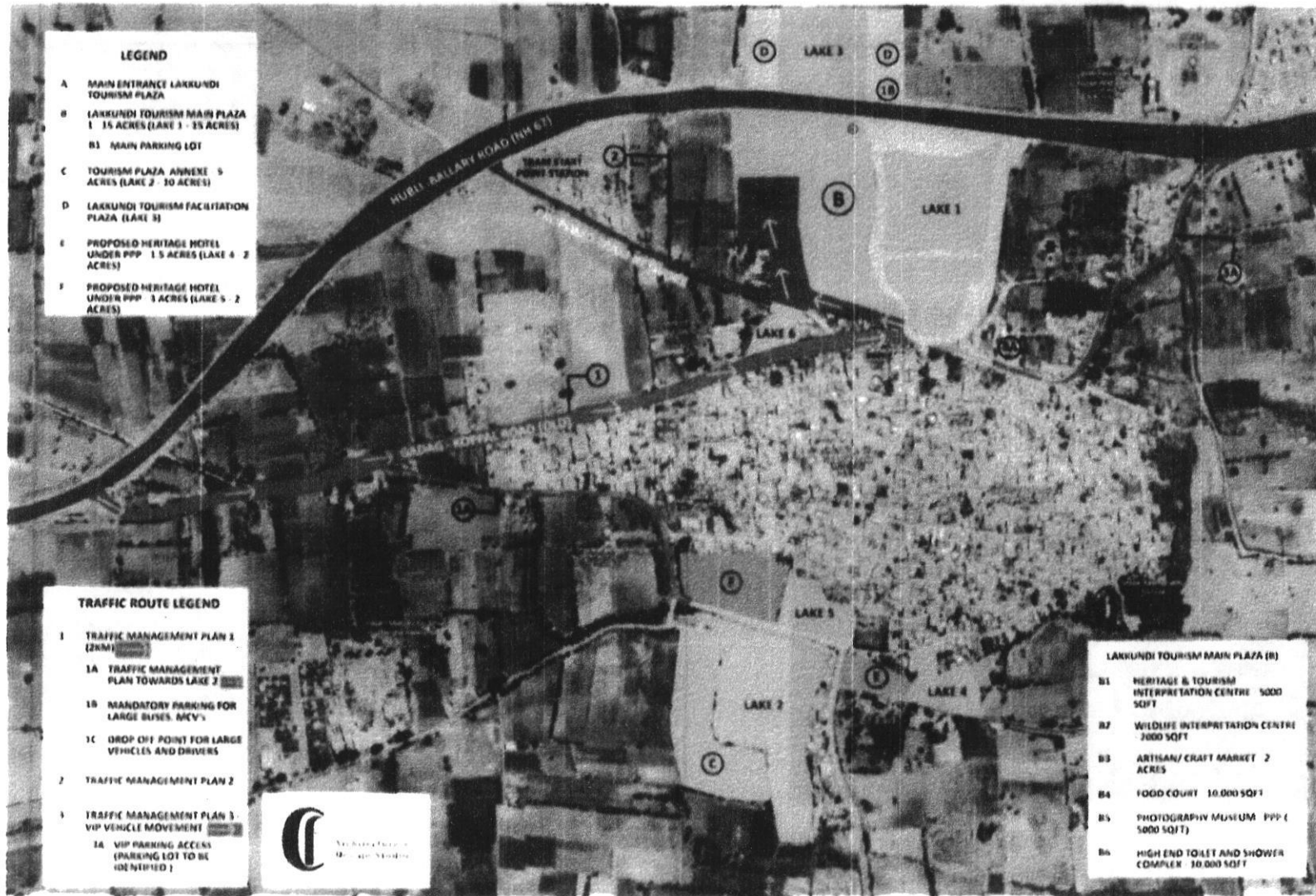


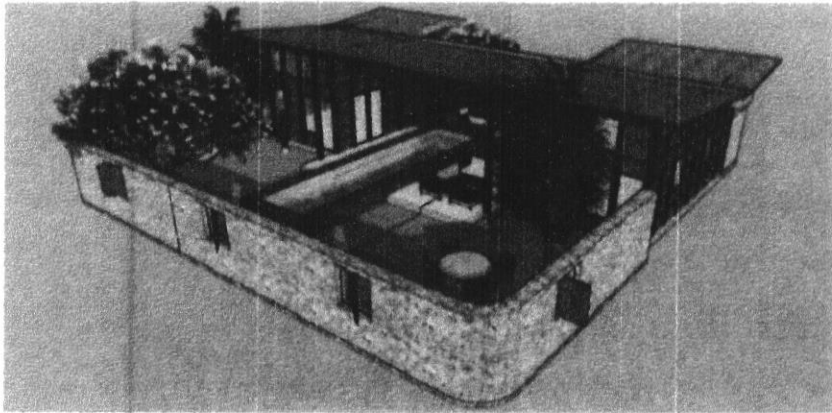
ASI MUSEUM Lakkundi



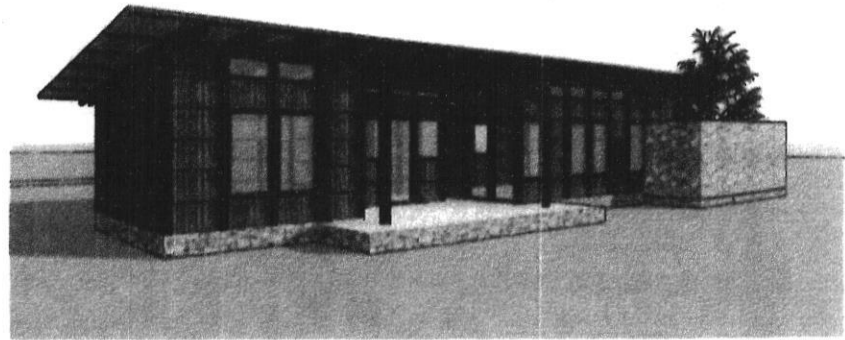
Ancient Jain ruins Lakkundi

A. Development of Lakkundi Heritage Master Plan:
1. Development of Tourism Plaza

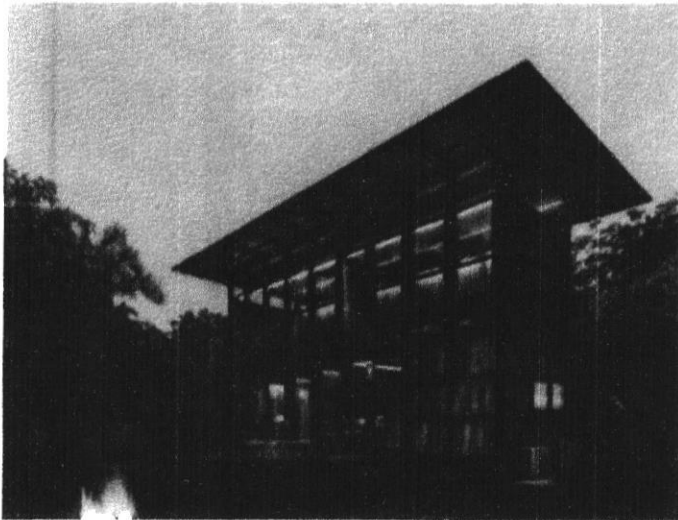




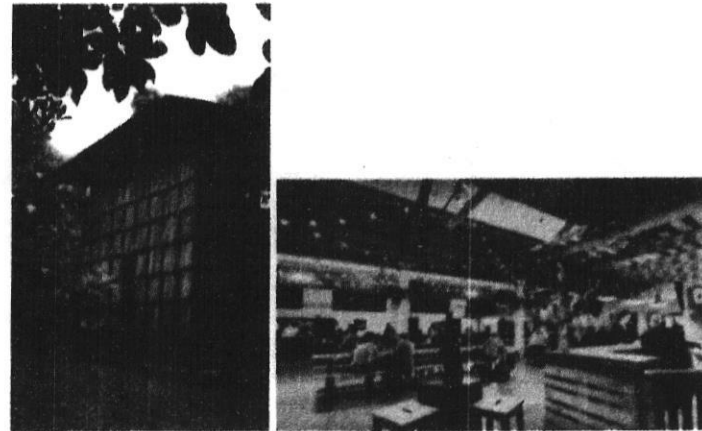
Heritage and Tourism Interpretation Centre



High end Toilet and Shower Complex - can service 500 persons at a time



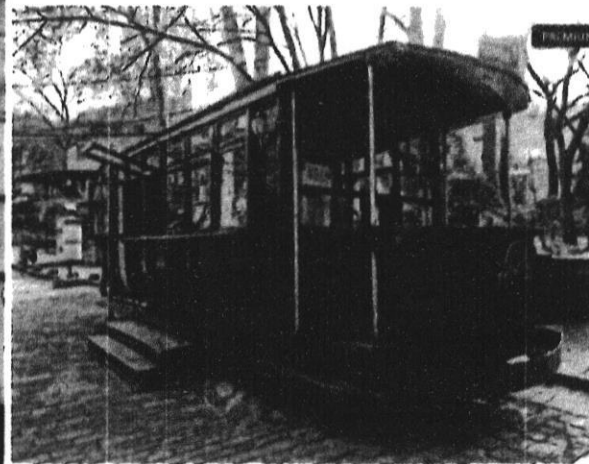
Bamboo wood Construction - Wildlife Interpretation centre and Photography Museum



Food court - 10000 sqft

2. Development of Heritage Tram in Lakkundi

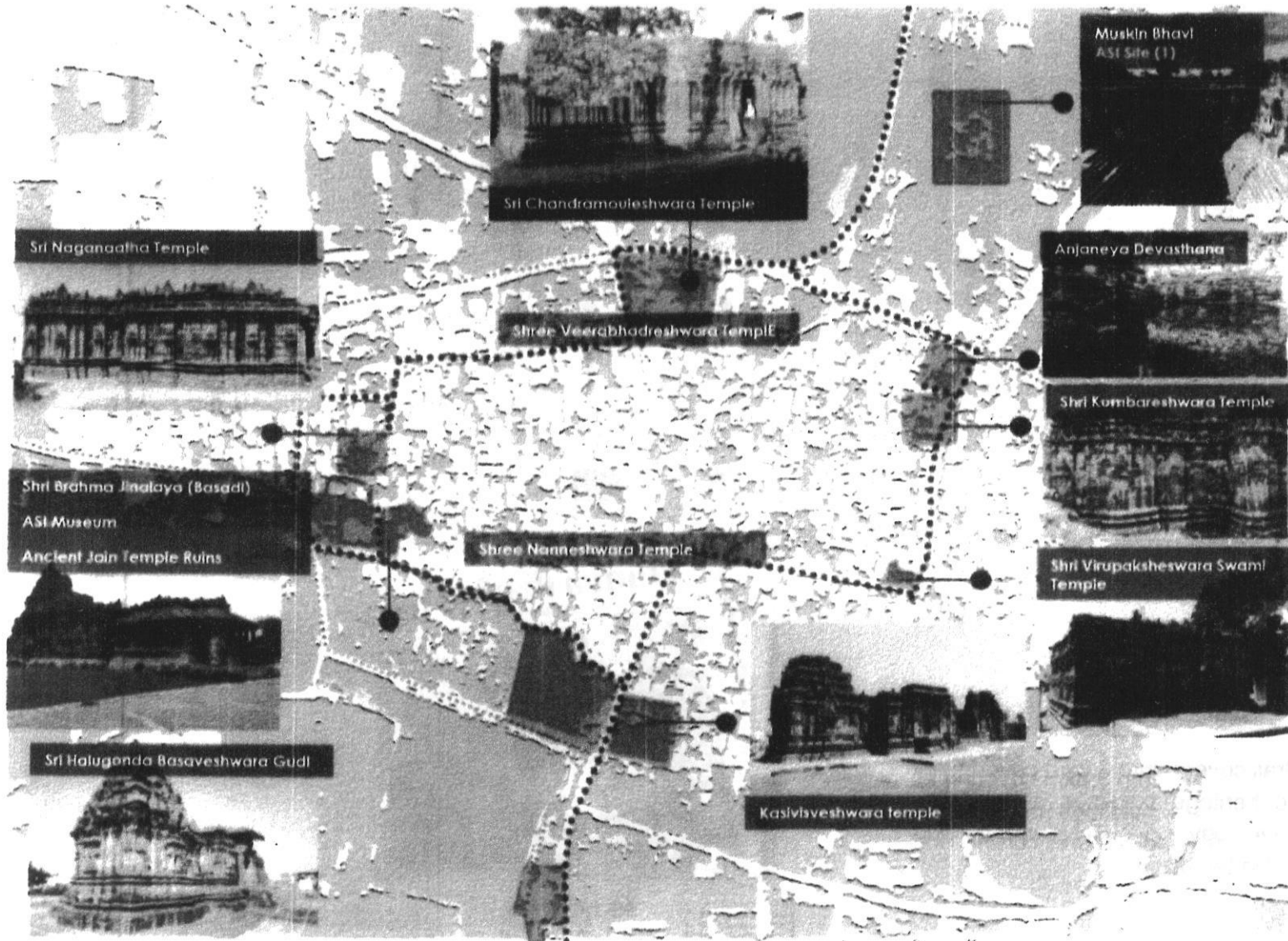
PROPOSED LAKKUNDI HERITAGE TRAM NETWORK - 7 KMS



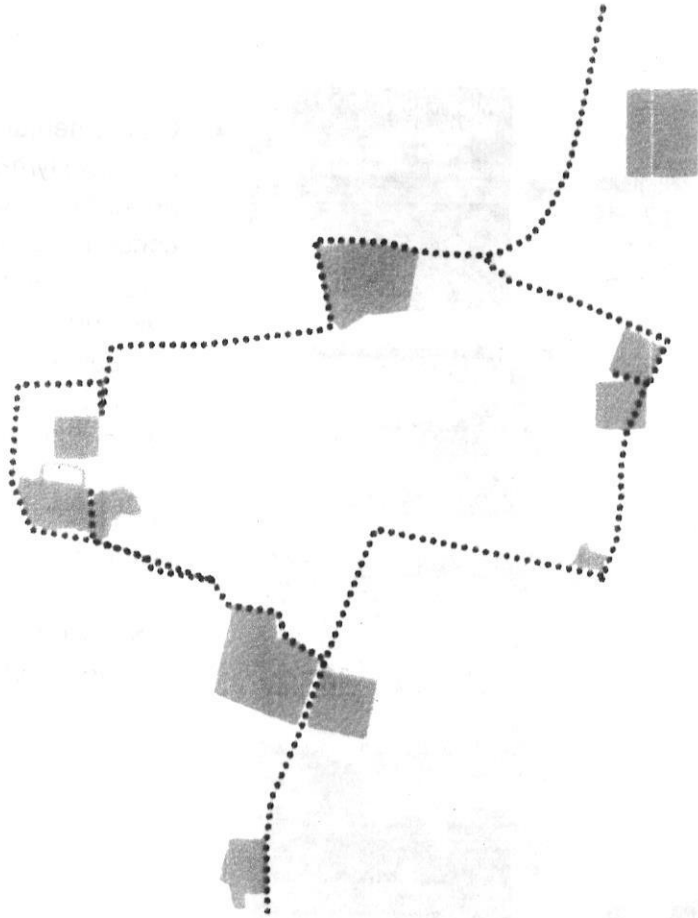
B. Cluster 01: Proposed Tourism Infrastructure Amenities Development at Lakkundi



1. Proposed Heritage Circuit



- Create heritage walks on a weekly/monthly or annually that would concentrate on giving insights of the heritage of Lakkundi.
- It should cater to all user groups, specially concentrating on the children and students from art, architecture, history etc.
- Introducing photography mela ,sketching sessions and workshops.



- The length of the trail covers upto 3.8km covering all the ASI sites and heritage buildings of lakkundi, lifestyle , housing typology, agriculture, cuisine and activities carried out in the place.

MADRA NIM TIDC

Chinna thari pettai
photo walk

Registration fee will be donated for restoring Madam Library

9th April 2023
4:30 PM - 6:30 PM

SIGN LANGUAGE INTERPRETER AVAILABLE

@madamshelbless
/madra-photobloggers

2. Site 01: Yatri Nivas, Lakkundi

KEY PLAN

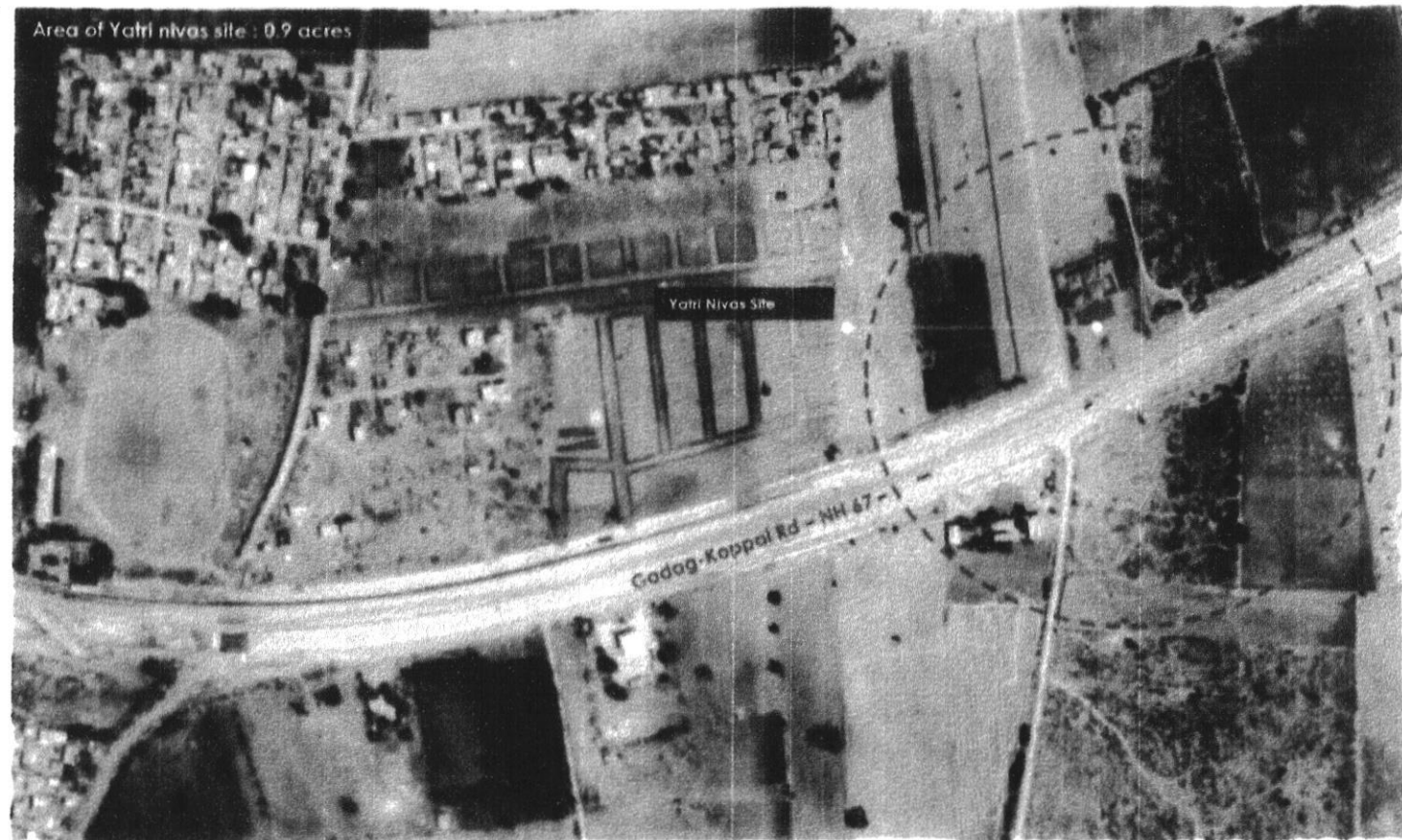


LEGEND:

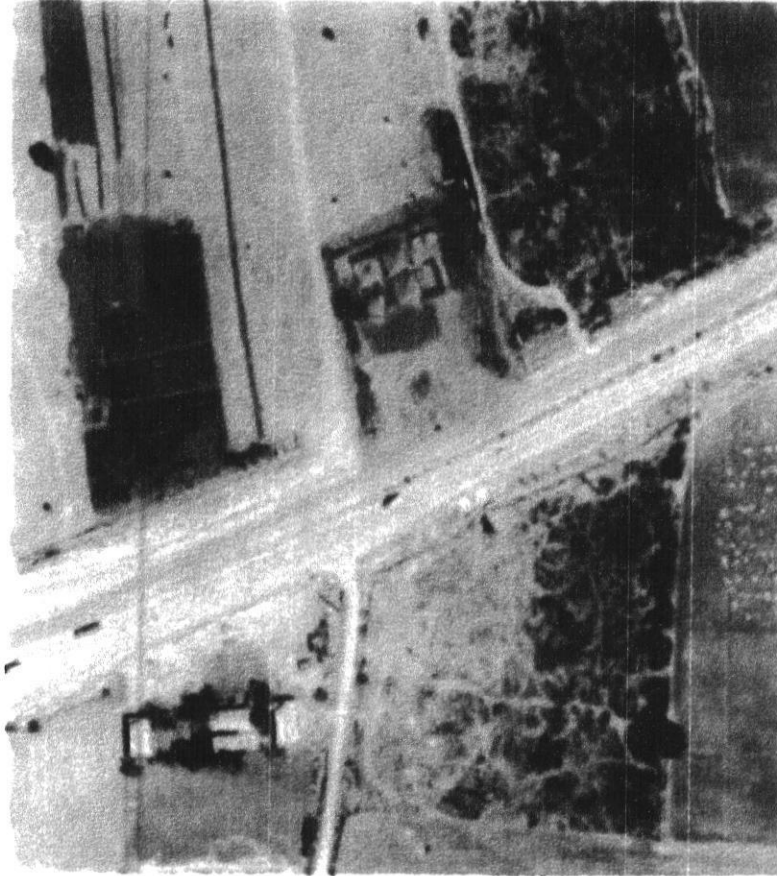
National highway

Other Roads

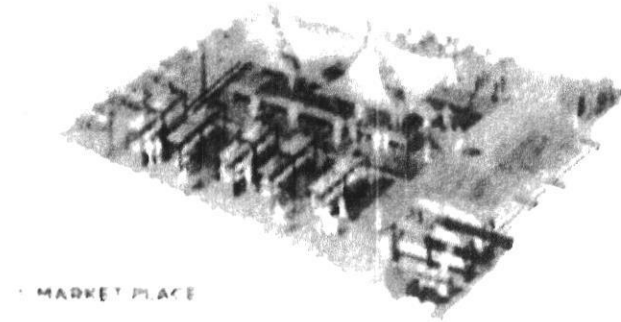
Site



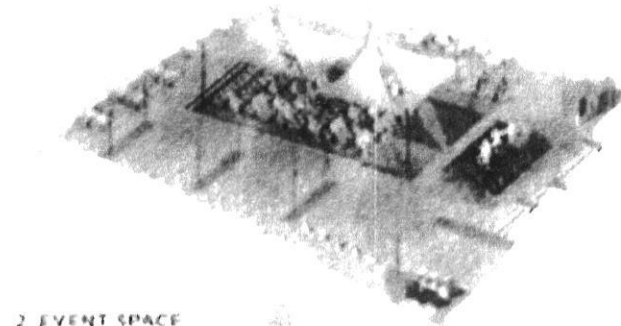
Development of Yatri Nivas Site



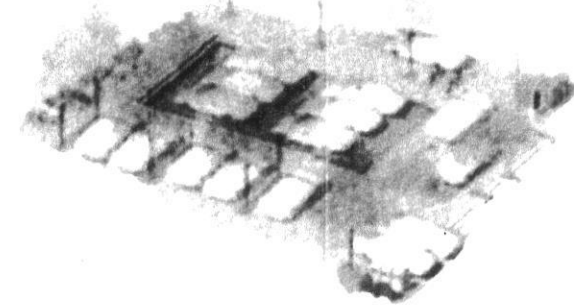
- Local Cuisine Food Court
- Multi-Functional space for Cultural Haat – Retails stores for local community
- Tourist Hub – Lakkundi Buggy Trail Station – Ticket Counter and Information centre
- Wayside Amenities – Parking, Toilets



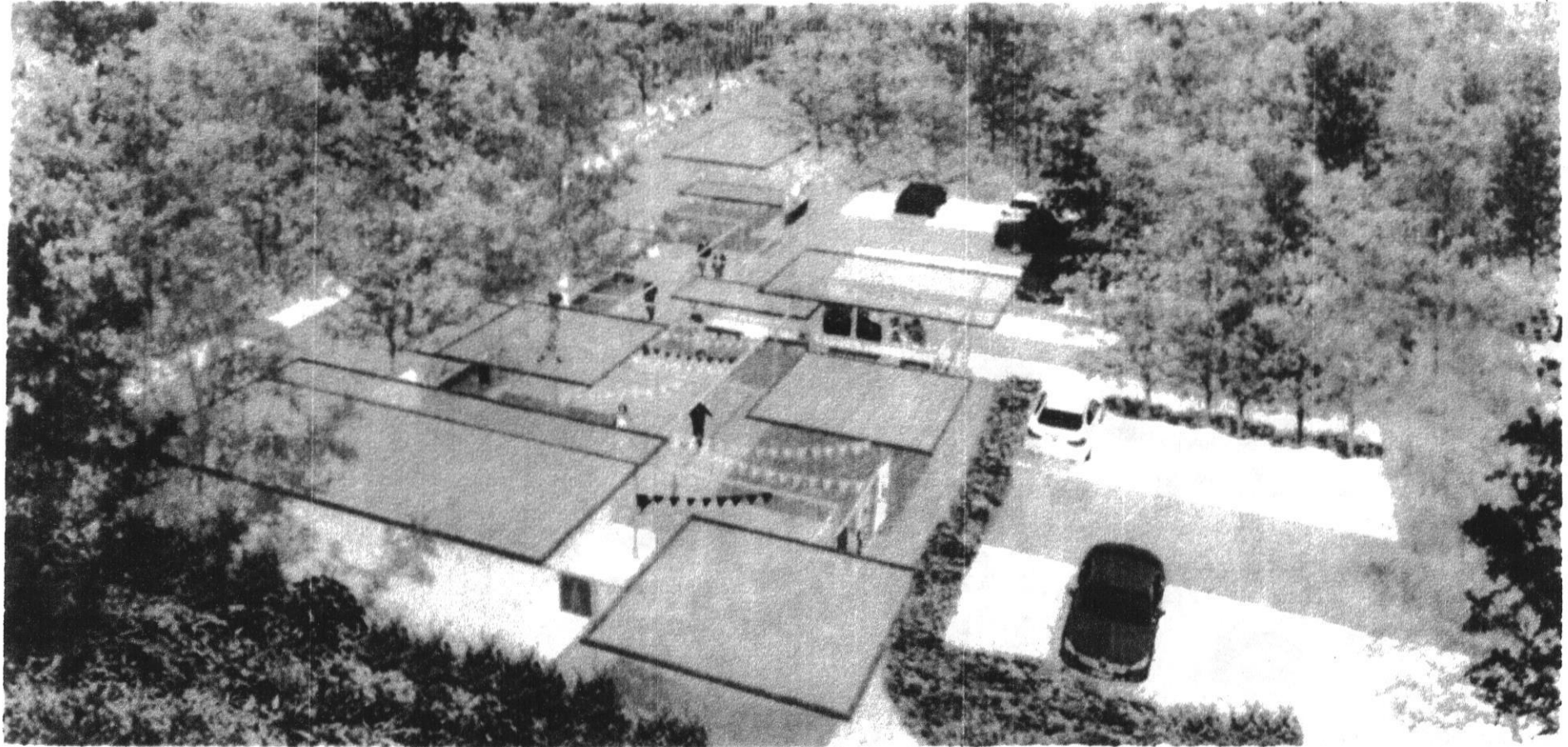
1 MARKET PLACE



2 EVENT SPACE



Development of Yatri Nivas Site – Representational Image



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Development of Yatri Nivas Site with Caravan Tourism



Source. Indicative reference image of projects by iDeCK and similar projects from the internet

3. Lakes of Lakkundi

Site 02: Lakkundi lake

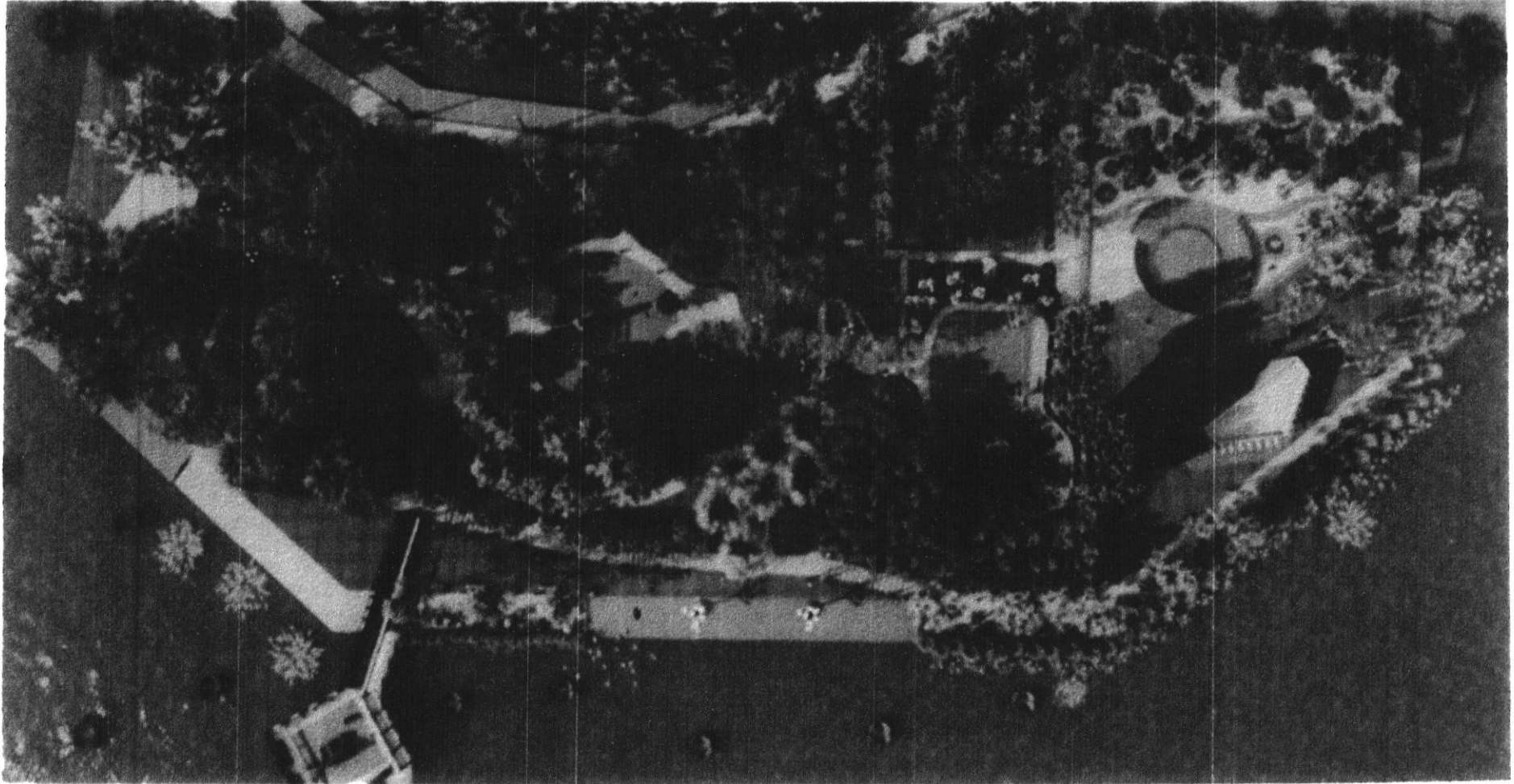
KEY PLAN

Lakkundi

- Waterbodies
- National highway
- Other Roads
- Lakkundi City



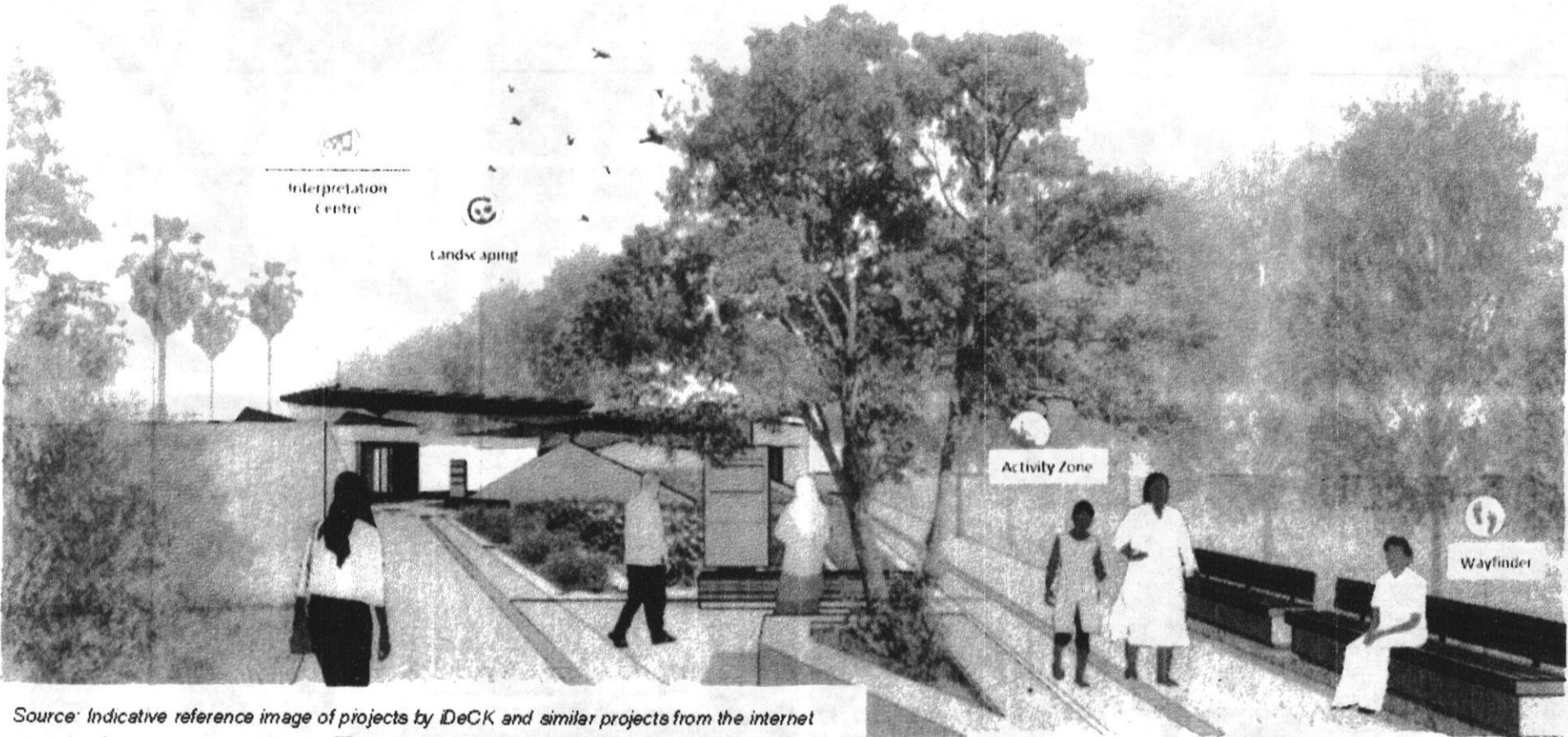
Proposed Lakefront Development



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

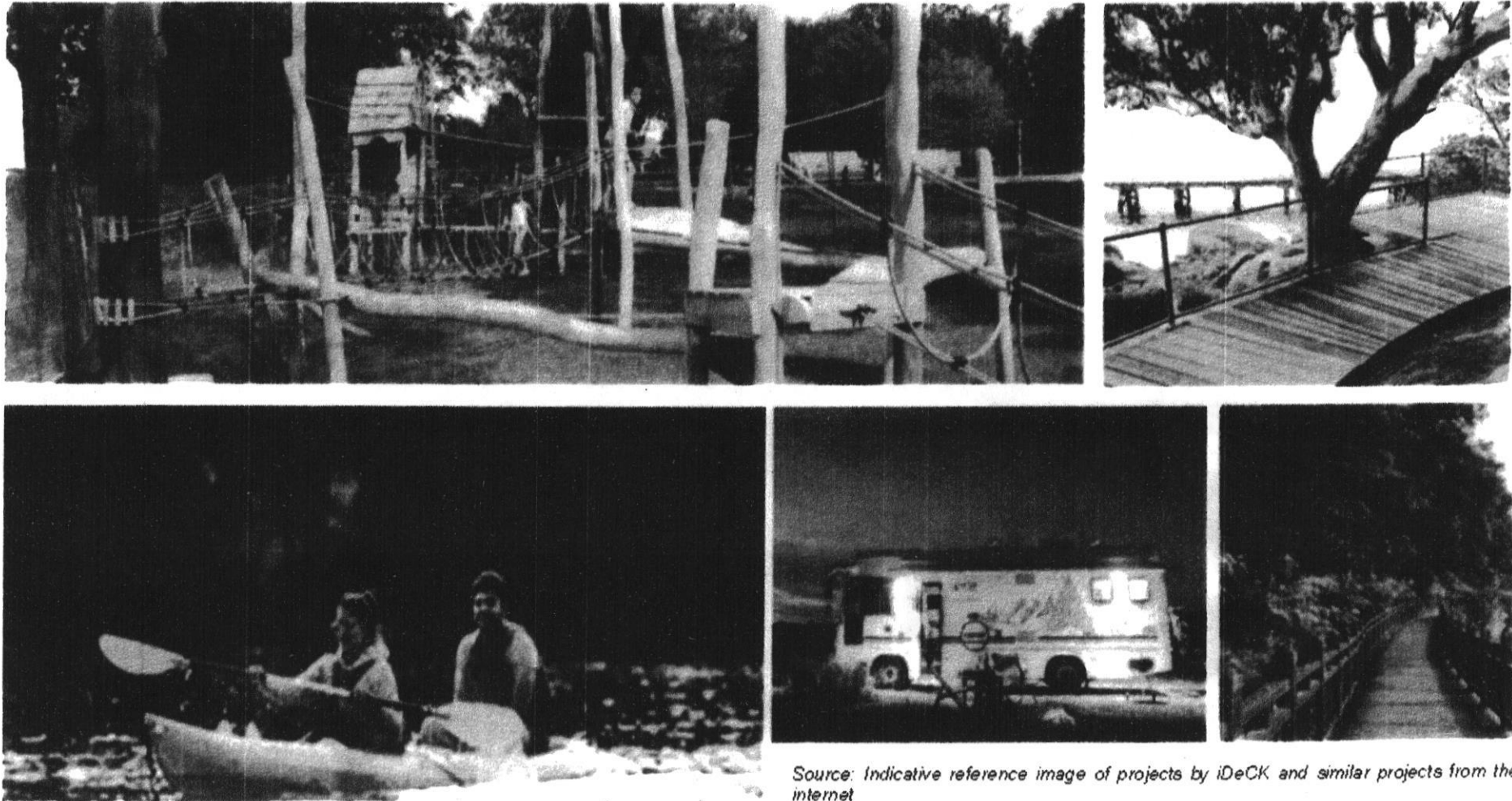
Development of Lakefront development with lakefront restaurant, viewing plazas, basic amenities, children's park, walking, cycling trails across the lake, hanging bridge connecting on either sides of the lake.

Proposed Lakefront Development – Representational Images



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Proposed Lakefront Development – Representational images for activities around lake



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Proposed Lakefront Development – Reference Image for the Walkway around the Lake



Source: Indicative reference image of projects by iDeCK, and similar projects from the internet

PROPOSED WALKWAY AROUND THE LAKE

- Rustic pathways
- Signages
- Viewing Decks
- Seating Areas
- Landscaping
- Lighting

4. Heritage Sites at Lakkundi

KEY PLAN



LEGEND:

Access Roads



Heritage buildings



Site 03: Heritage Buildings at Lakkundi : Lakkundi Utsav Site, Lakkundi



Proposed Lakkundi Utsav Site Development : Development of Utsav Event Area as Sculpture Court & Exhibit Area



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Development of Utsav Event Area as Sculpture Court & Exhibit Area: Rural tourism – Cultural hub



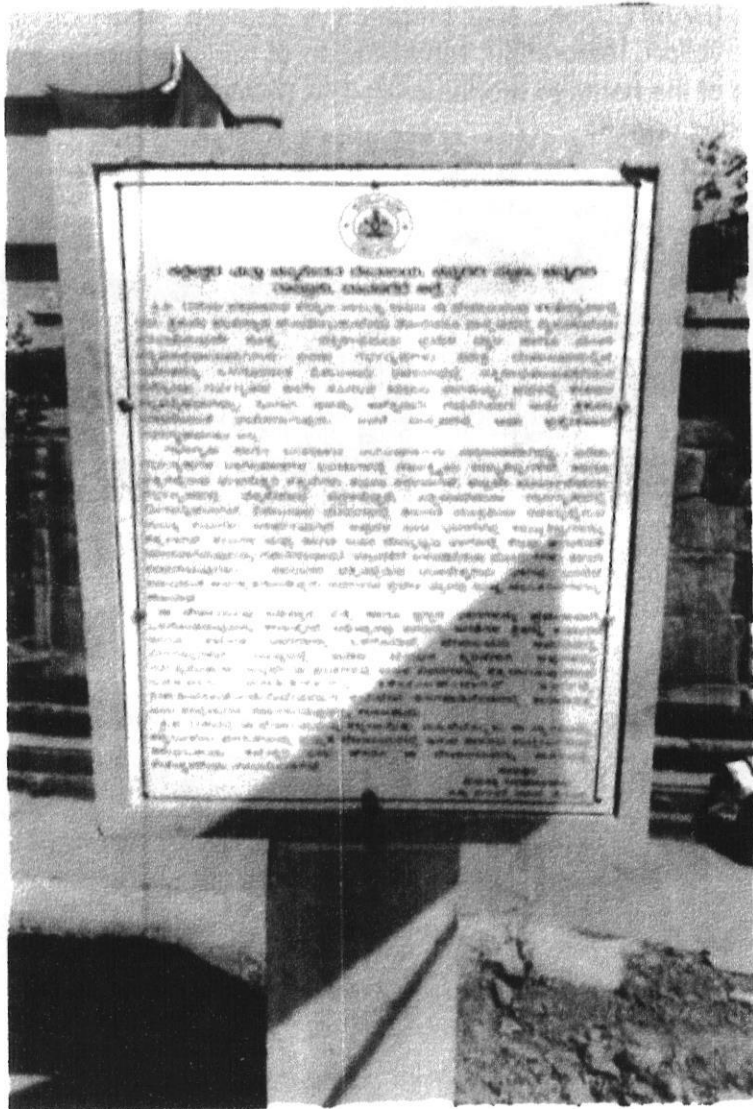
Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Development of Utsav event area as sculpture court & exhibit area



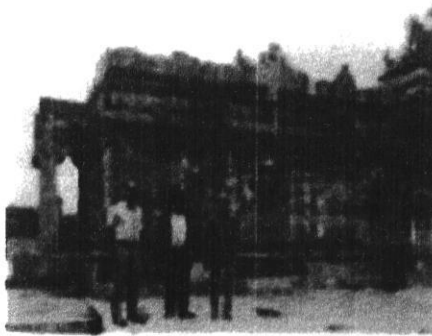
Source: Indicative reference image of projects by iDeCK and similar projects from the internet

5. Proposed Signage Improvements by the Department of Archaeology, Museum and Heritage

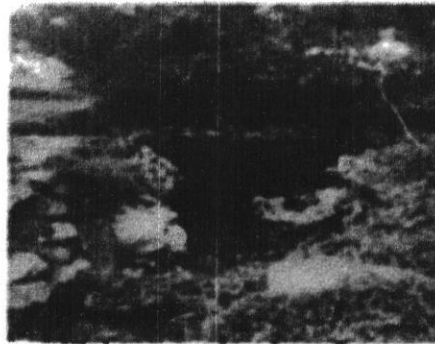


C. Temples Identified for restoration by Department of Archeology, Museum and Heritage

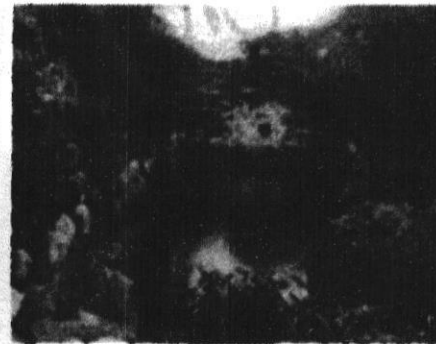
Department of Archeology, Museum and Heritage, Government of Karnataka (DAMH, GoK) has prepared a detailed report on the infrastructure gap and development in terms of archeological excavations, conservation, restoration, rehabilitation of heritage monuments located in Gadag District and resettlement of people away from the protected area of the heritage monuments. The DAMH has identified 56 monuments for conservation, restoration and rehabilitation of monuments from Gadag region.



Someshwara Temple



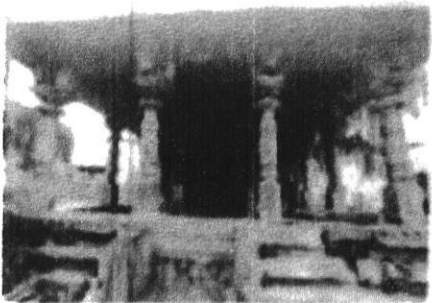
Someshwara Temple Well



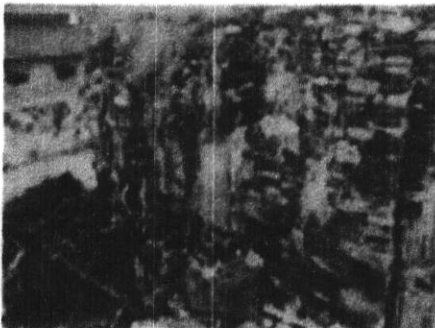
Kannara Bhavi



Lakshmi Narayana Temple



Eeshwara Temple



Siddeshwara Temple



Laktundi Veeranna Temple



Naagara Siddhara Bhavi

5.B.2. Cluster 02: Tourist Destinations at Dambal Area

A. Site 01 : Heritage Buildings, Dambal

KEY PLAN

Dambal

LEGEND:

- Waterbodies
- National highway
- Other Roads
- Dambal City



B. Site 01 : Victoria Lake, Dambal

KEY PLAN

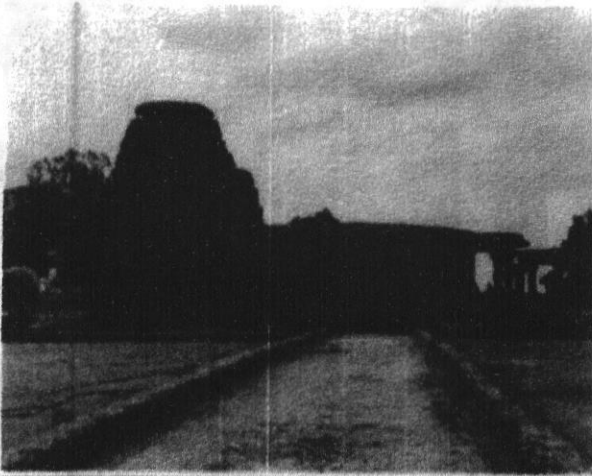
Dambal

LEGEND:

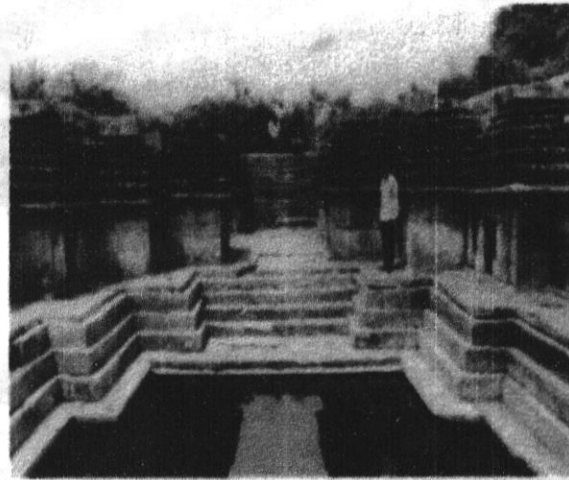
- Waterbodies
- National highway
- Other Roads
- Dambala City



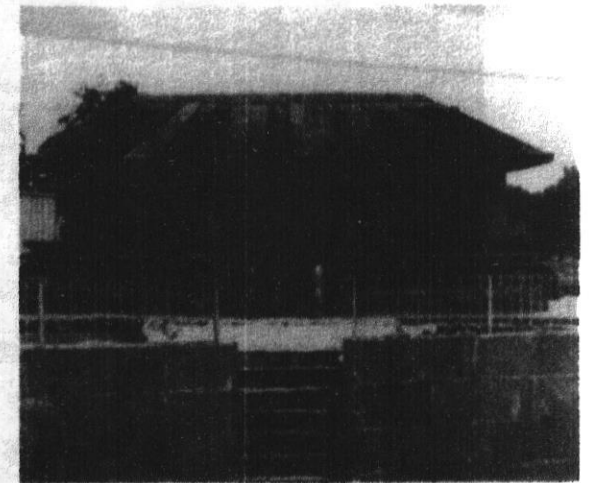
Dambal Site Photographs



Dodda Basappa Temple,



Japada Bhavi Dambala



Someshwara Temple



Inspection Bungalow ,Dambala



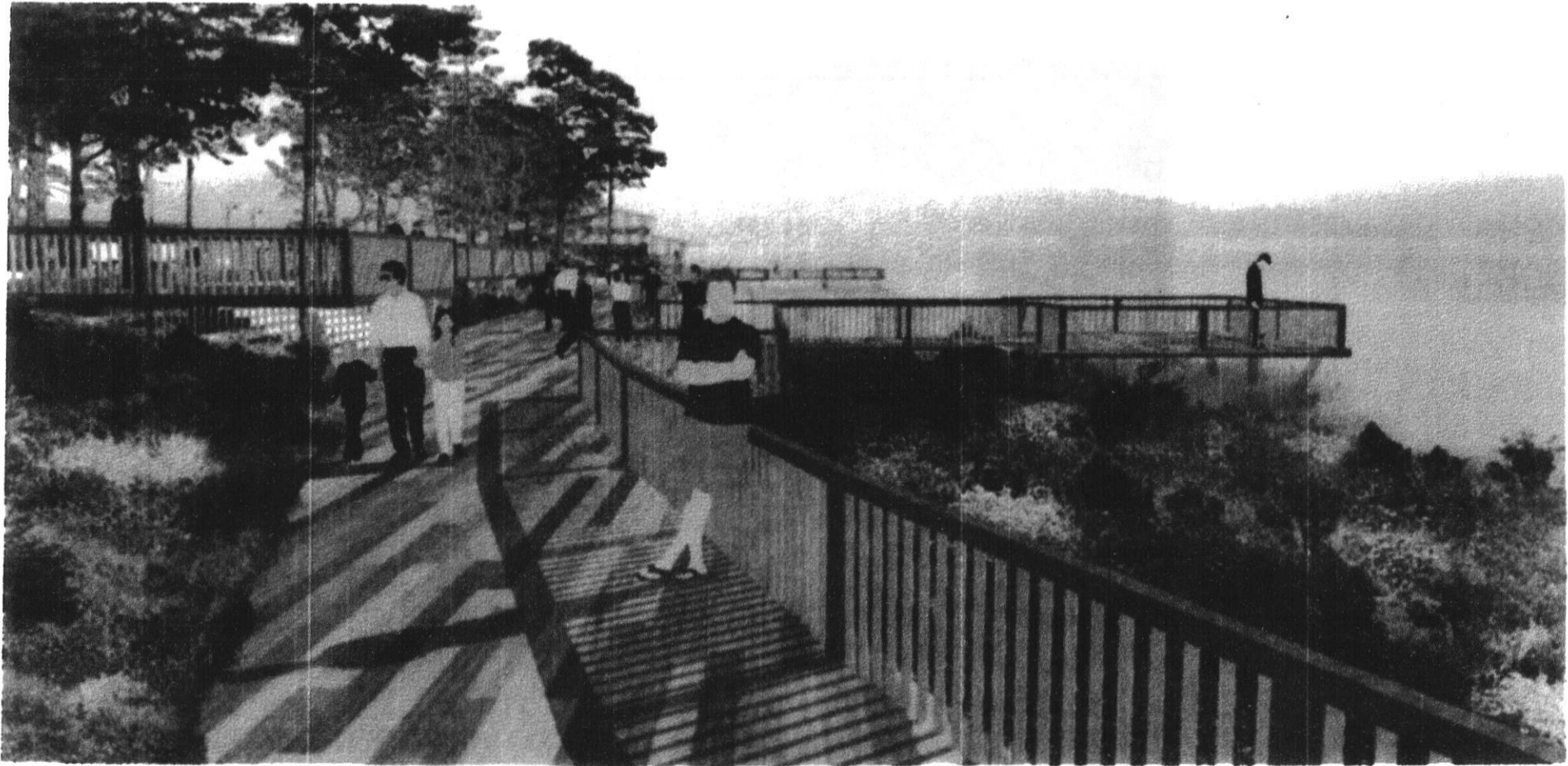
Victoria Lake,Dambala

Development of Victoria Lake – Representational Image of Walkway and Viewing Deck



Source Indicative reference image of projects by iDeCK and similar projects from the internet

Development of Victoria Lake (Walkway and Viewing Deck)



Source: Indicative reference image of projects by iDeCK and similar projects from the


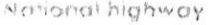
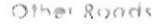


5.B.3. Cluster 03: Gadag City

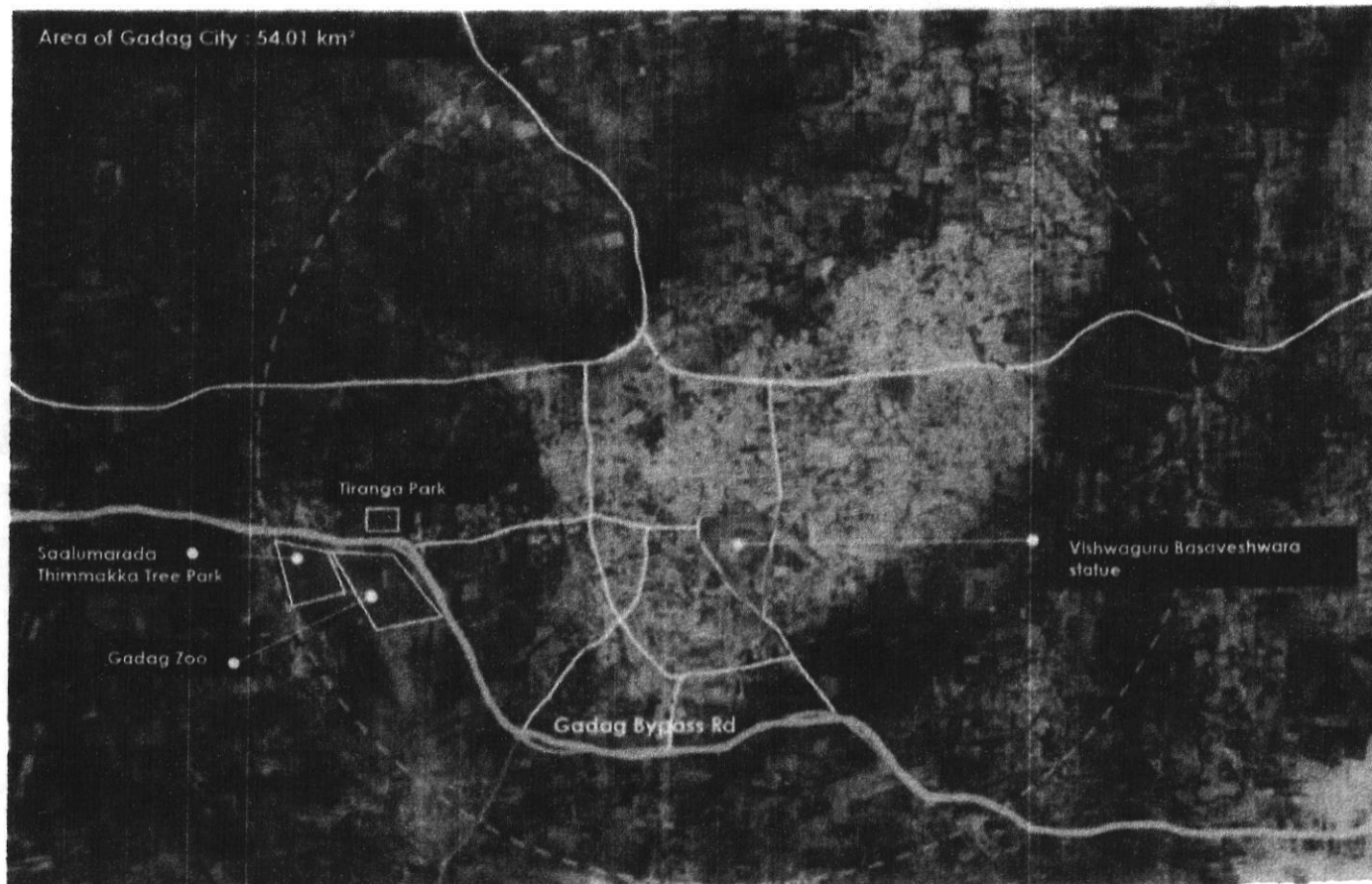
A. Cluster 03: Gadag City, Site 01 : Vishwaguru Basaveshwara Statue

KEY PLAN

Gadag

LEGEND:

-  Waterbodies
-  National highway
-  Other Roads
-  Gadag City
-  Nature based tourist attractions







Cluster 03 – Gadag City: Heritage Buildings and Temples at Gadag City

KEY PLAN

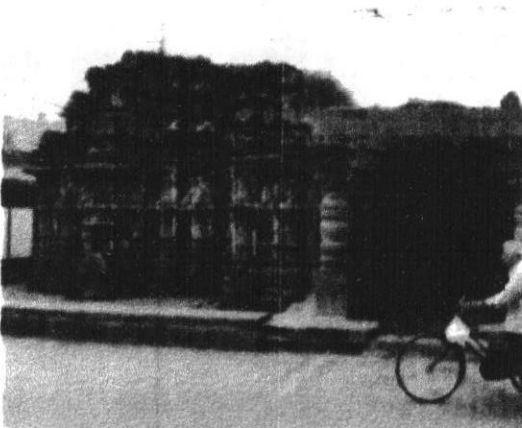
Gadag

LEGEND:

-  Waterbodies
-  National highway
-  Other Roads
-  Gadag City
-  Heritage buildings
-  Cultural educational institutions



Site photographs at Gadag City



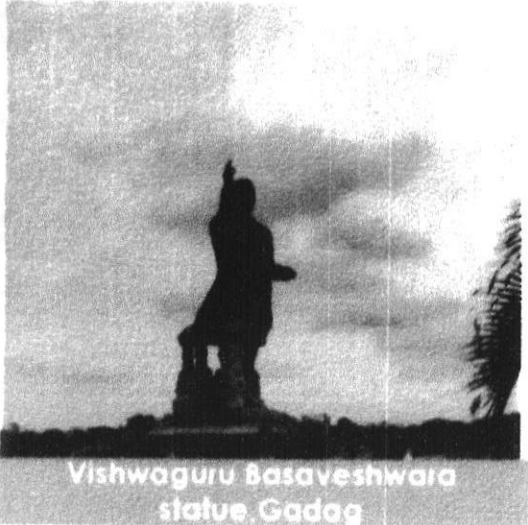
Rameshwaram and Someshwara temple Gadag



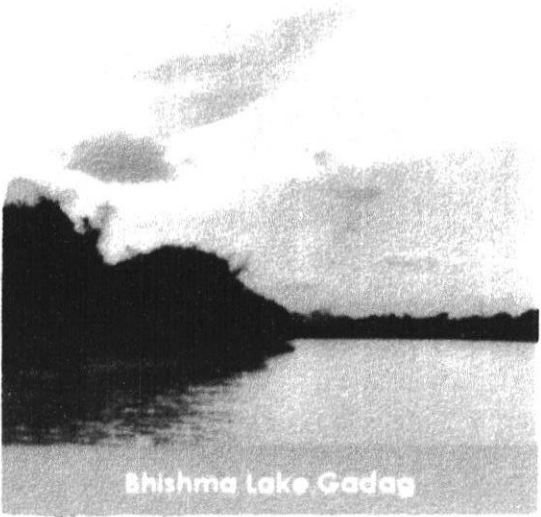
Ancient Jain ruins, Gadag



Shri Trikuteshwara Swami Temple Gadag

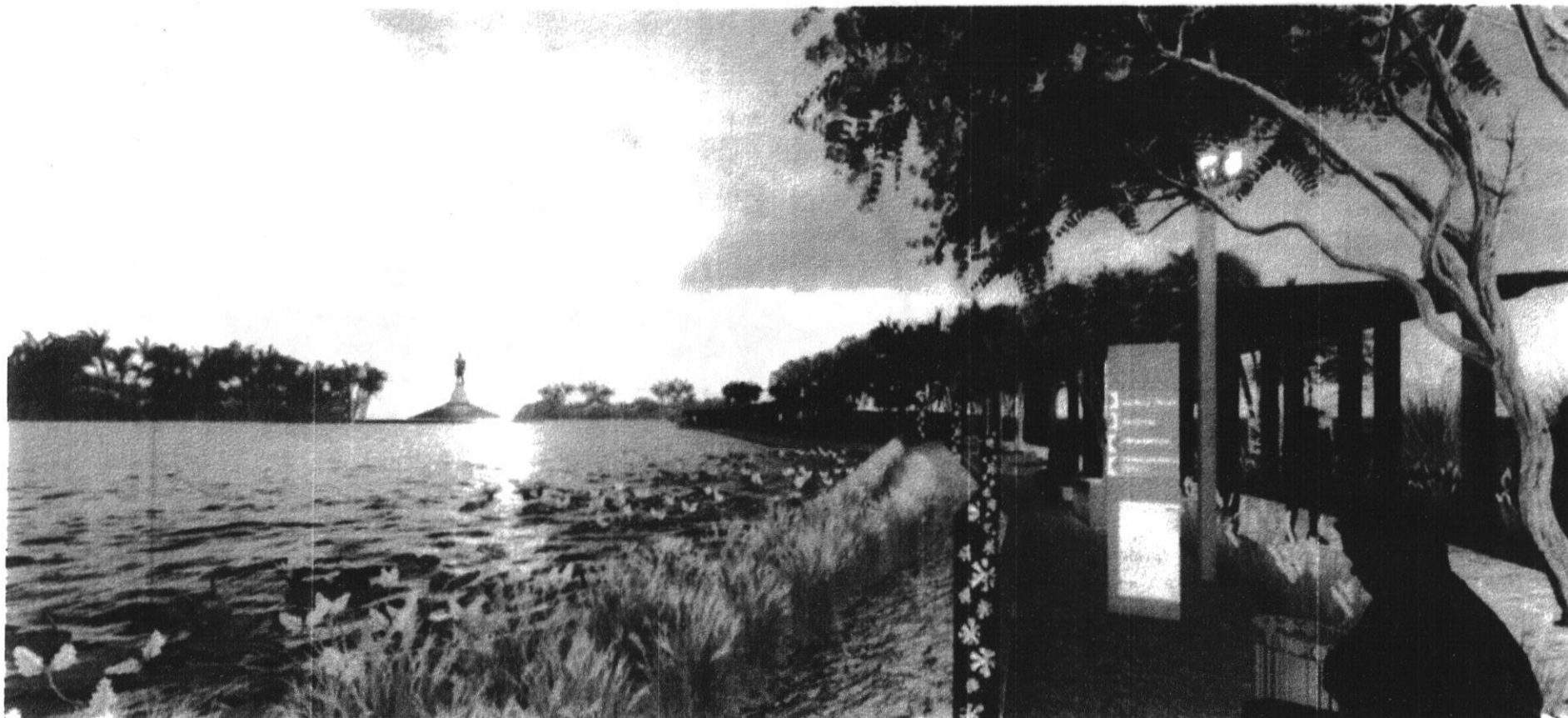


Vishwaguru Basaveshwara statue Gadag



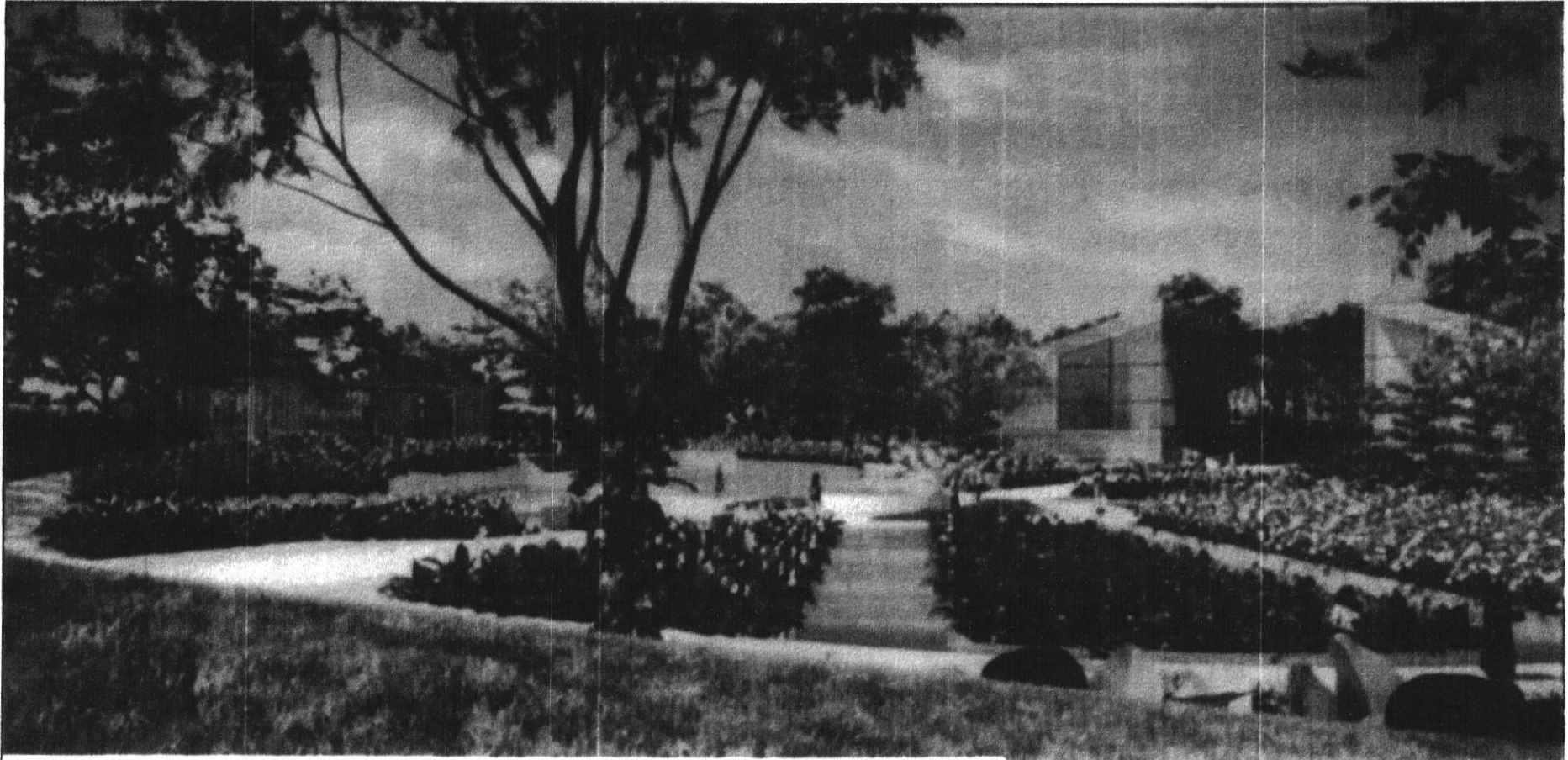
Bhishma Lake Gadag

Development of Bheeshma Kere (Walk way and Viewing Deck)



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

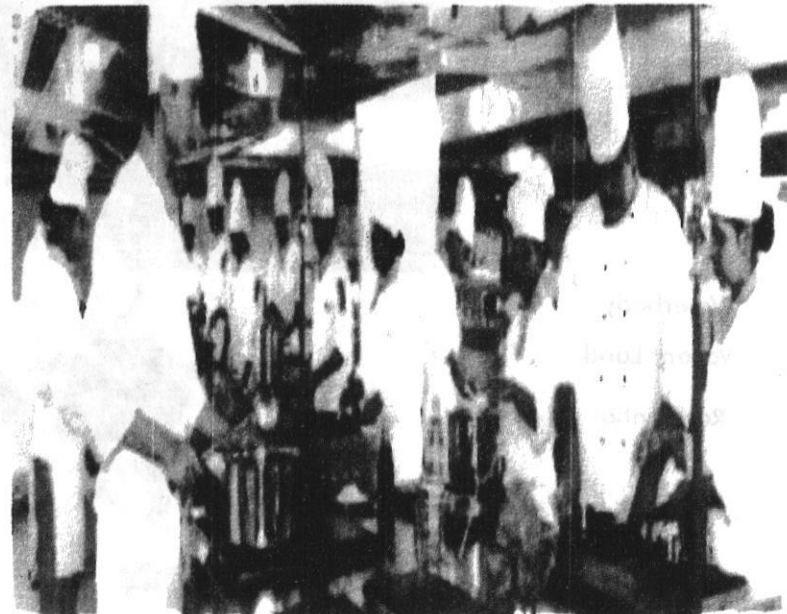
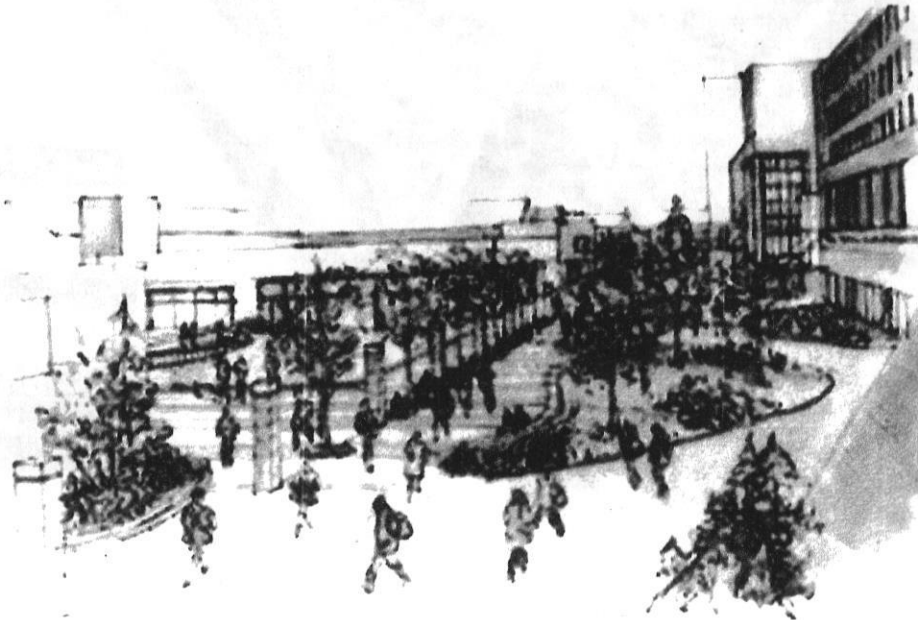
Development of Bheeshma Kere



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

Cluster 03 – Gadag City: Establishing Institute of Hospitality & Tourism Management

With a trade encompassing industries like aviation, entertainment, catering, multiplexes, shopping malls, and, of course, restaurants, hotels and resorts, now tourism & hospitality industry has become one of the largest sectors in terms of creation of jobs. The growth of tourism, subsequently, has led to the growth of hotel industry and today, the hotel industry provides a promising career to youth. It shall be the endeavour to put in place a system of training and professional education in the form of hospitality & tourism management institute with necessary infrastructural support. The prime objective of the project is to train youth for Hotel & Catering Industry with a view to develop high standards of skills among them.

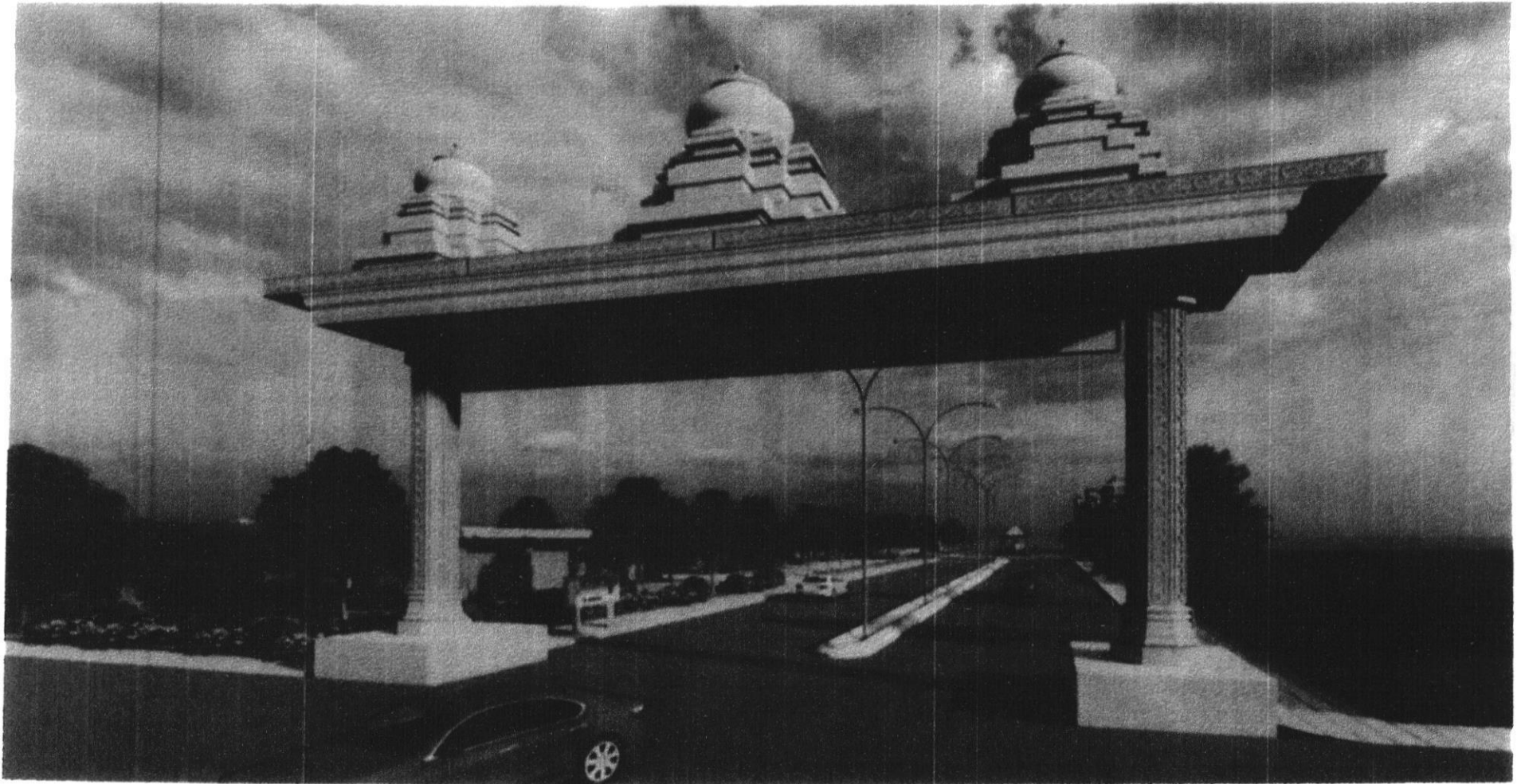


5.B.4. Cluster 04: Sudi and Gajendragad

Site 01: Sri Kalakaleshwara Temple

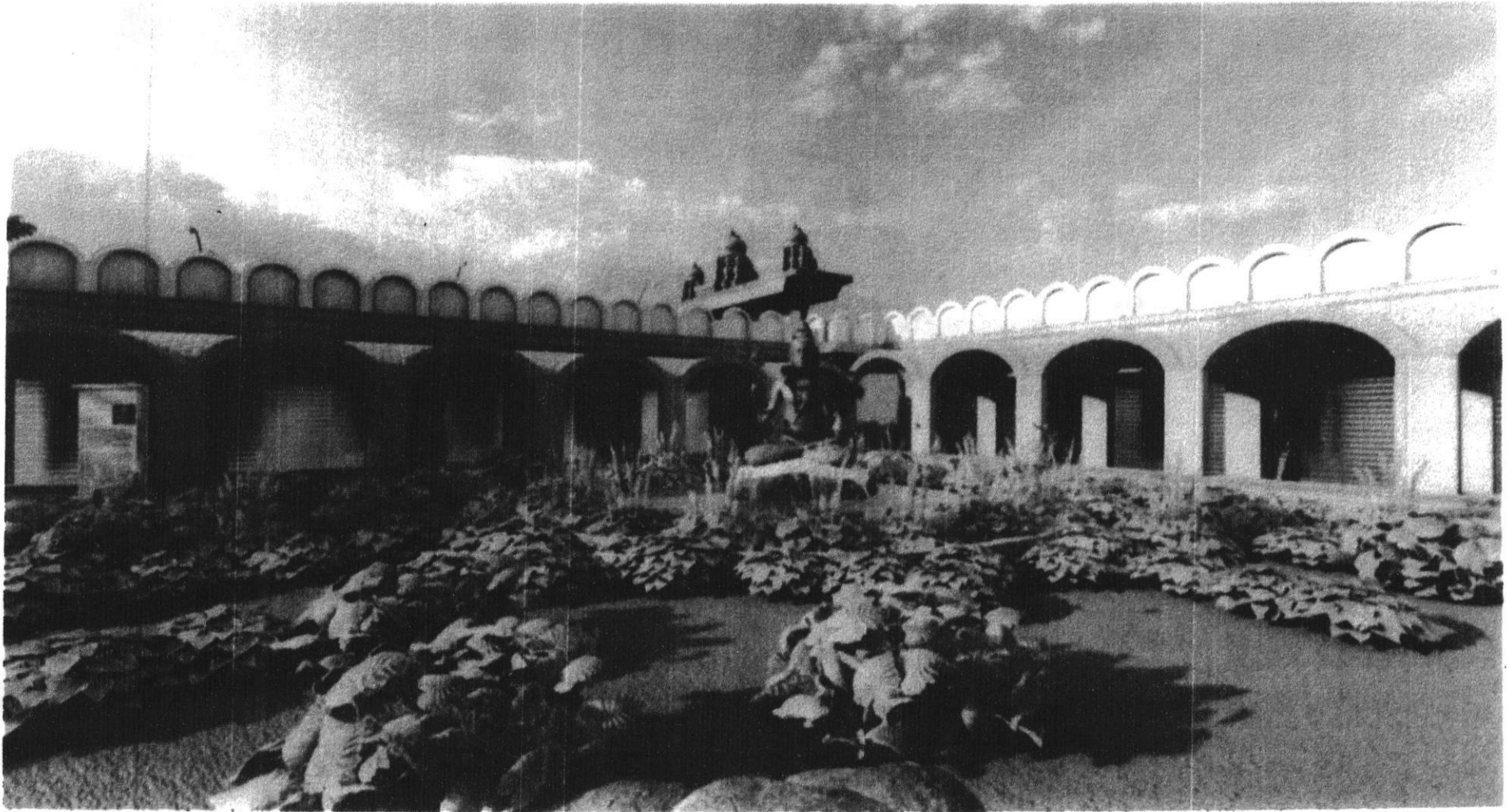


Development of Gateway at temples like Kalakaleshwara temple



Source: Indicative reference image of projects by iDeCK and similar projects from the internet

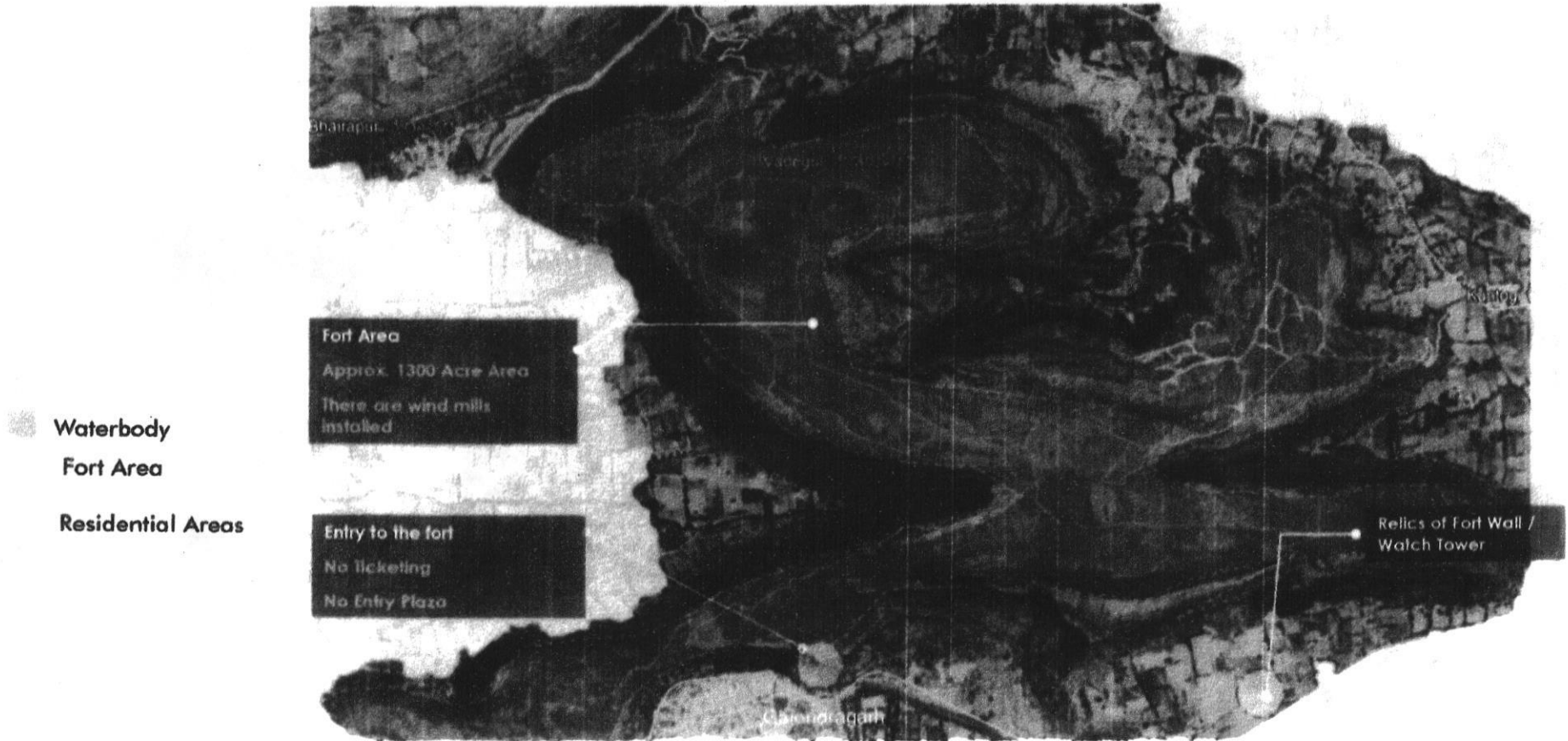
Proposed Sculpture Park



Source Indicative reference image of projects by iDeCK and similar projects from the internet

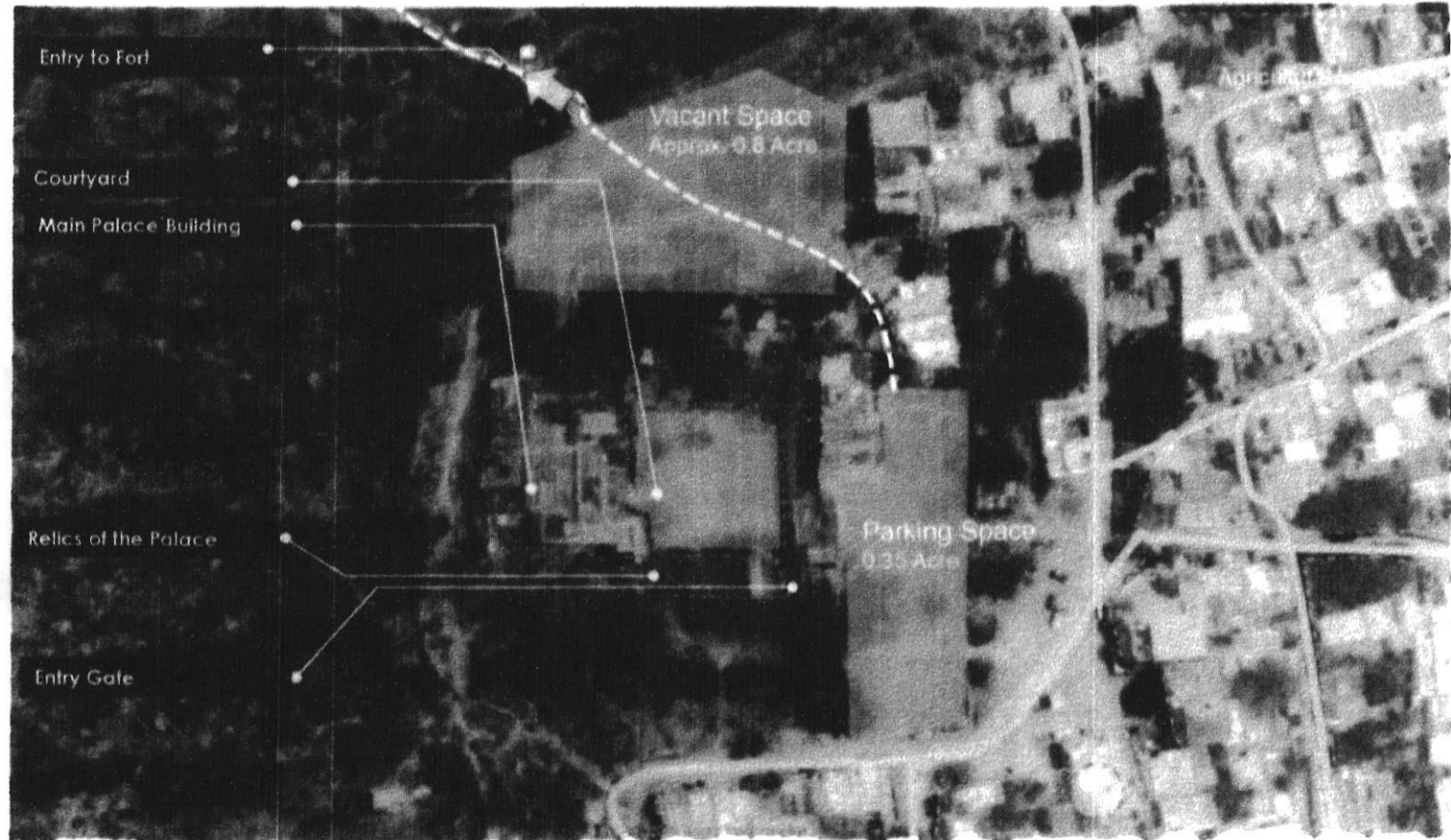
Cluster 04 – Site 02: Gajendragad Fort

Site 02 : Gajendragad Fort

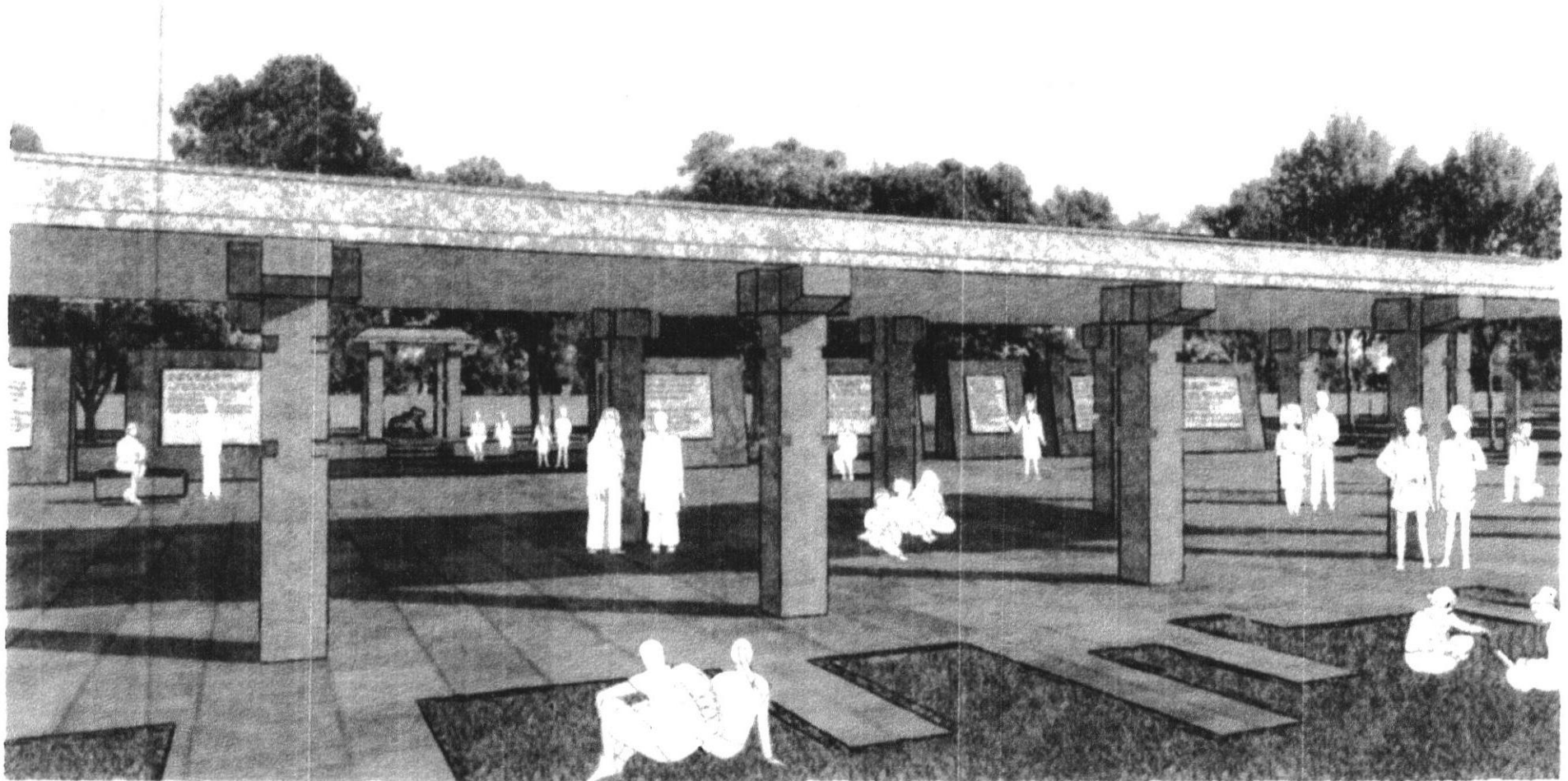


Cluster 04 - Site 03: Bhujanga Chaya – Palace of the Chief Army Staff

KEY PLAN



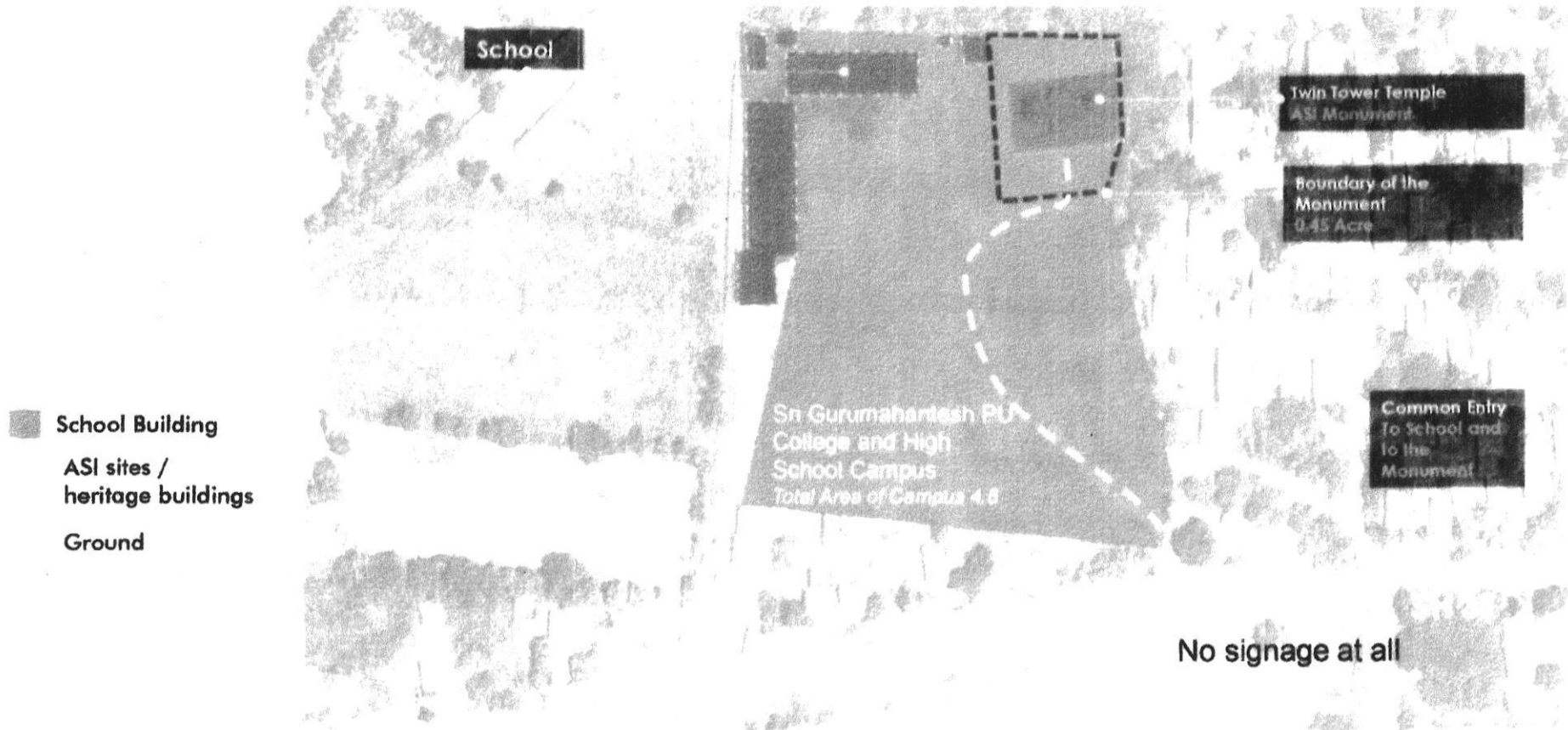
Proposed Fort Pavillion



Source Indicative reference image of projects by iDeCK and similar projects from the internet

Cluster 04 – Site 04: Twin Tower Temple, Sudi

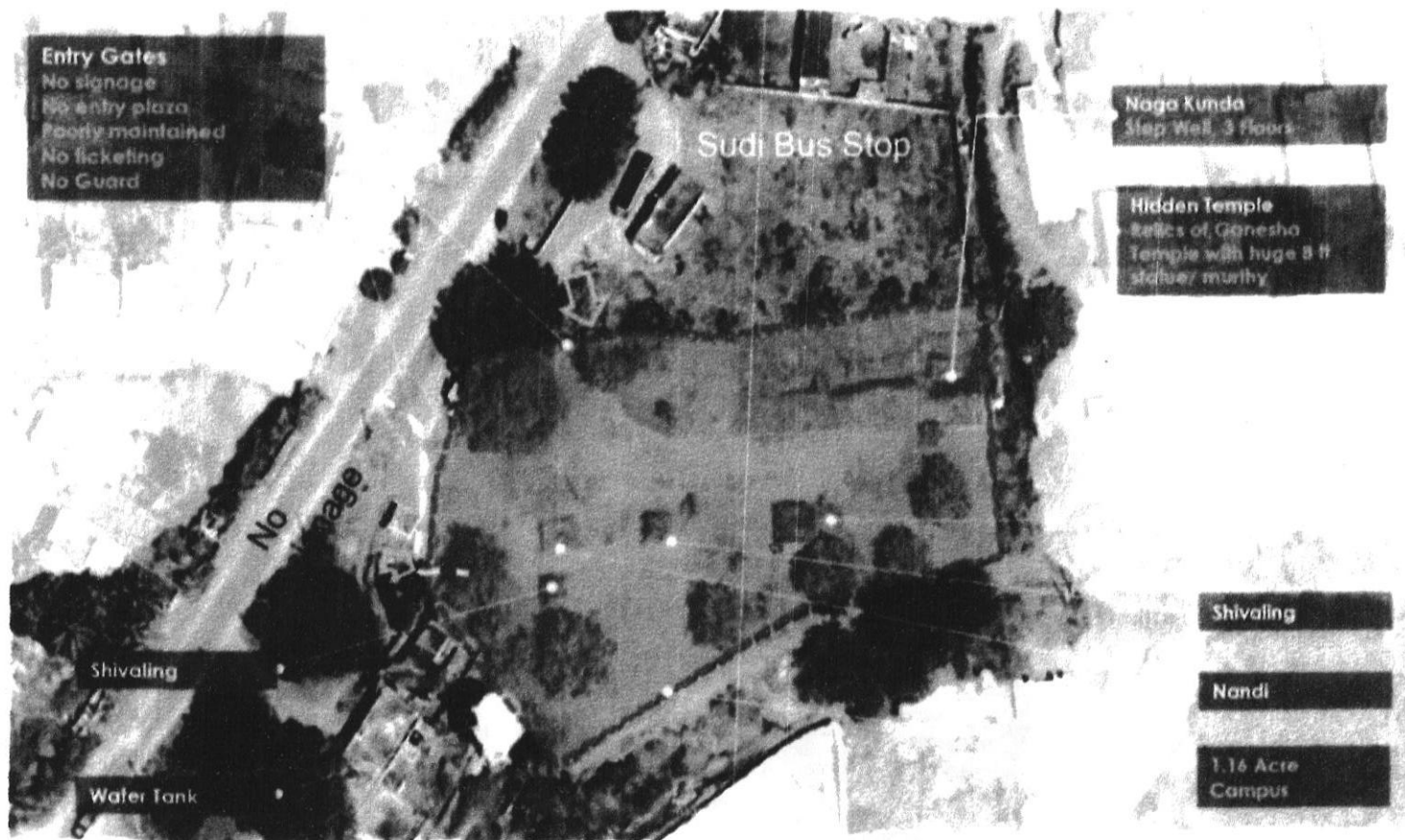
Site 04: Twin Tower Temple



Cluster 04 - Site 05: Shiva and Ganesha Temple

KEY PLAN

Heritage buildings
Monument Campus



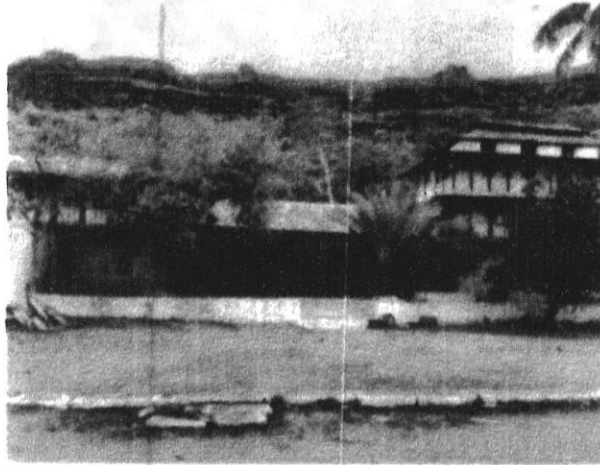
Cluster 04 - Site 06: Mallikarjuna Temple

KEY PLAN



Other Buildings
Heritage buildings

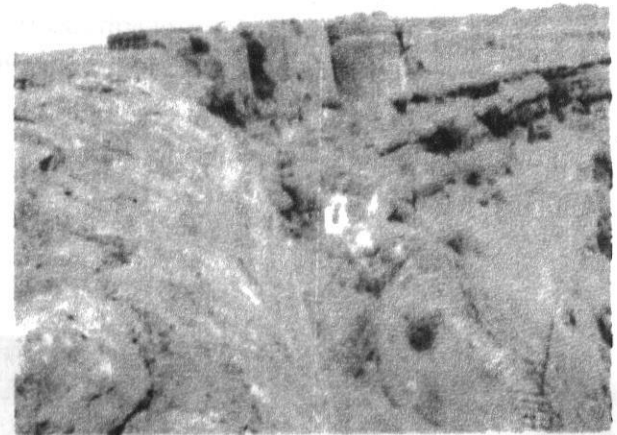
Site photographs of Sudi and Gajendragad



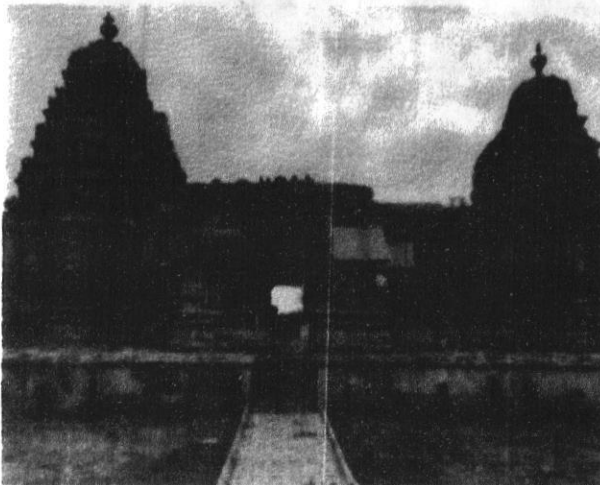
Palace Sudi



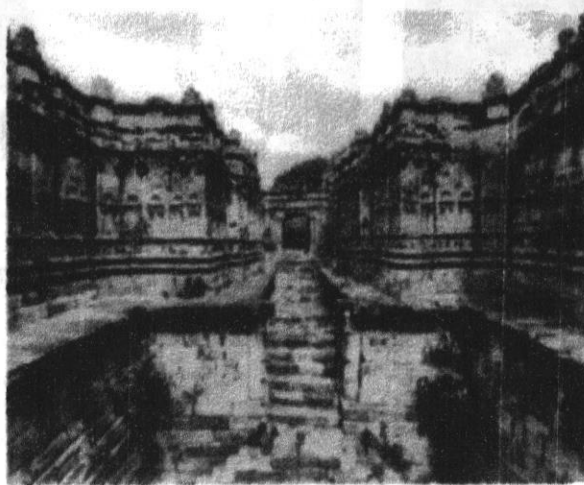
Sri Kalakateshwara Temple Sudi



Gajendragadh fort



Twin Tower temple



Nagakunda Step Well



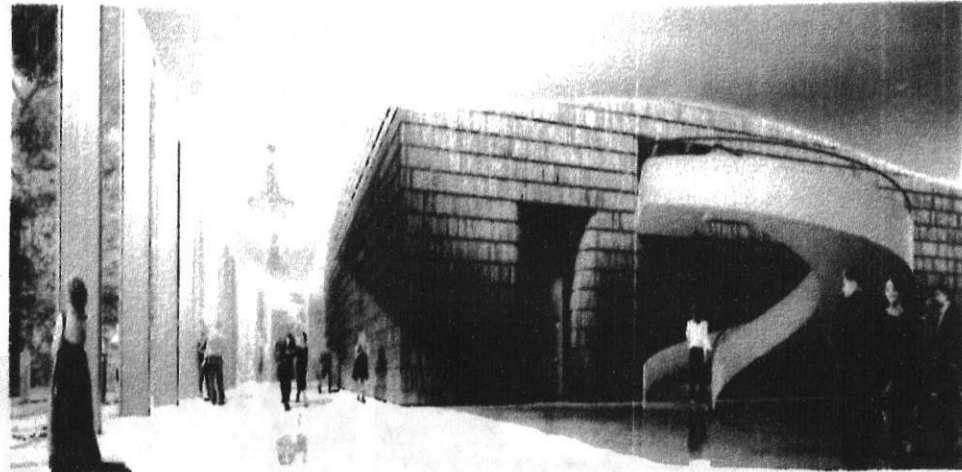
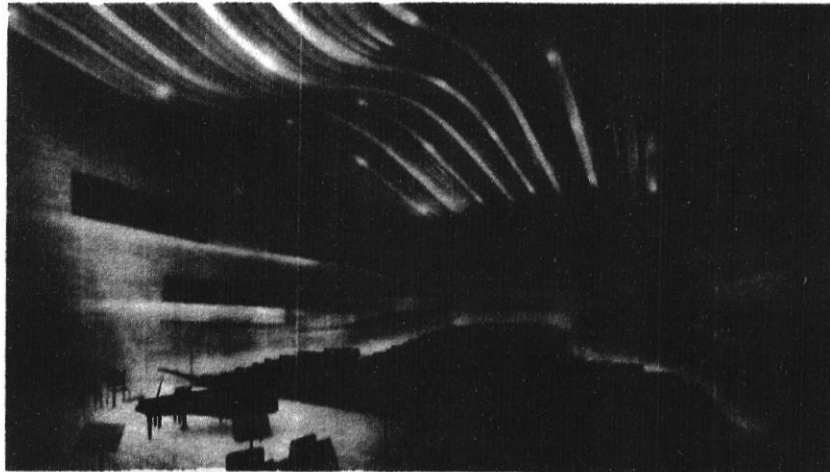
Mallikarjuna Temple

Cluster 04 - Development of Pandit Bhimsen Joshi International Centre for Music in Rona -

Every music lover will tell a story about Pandit Bhimsen Joshi as a world-renowned personality. He is very enthusiast about music from childhood and used to follow processions of musical bands. The small-town boy went on to become a legendary vocalist and a Bharat Ratna. The life of Pandit Bhimsen Joshi continues to be a source of inspiration for many youngsters who are passionate about music. The proposed international centre for music at Ron is to commemorate his contribution to music and to continue it for posterity.



Pandit Bhimsen Joshi



Representative images of International centre for music

5.B.5. Cluster 05: Kappatgudda and Surrounding Areas

Site 01: Laxmeshwar Temple

KEY PLAN



LEGEND/INFERENCE

- ASI sites / heritage buildings
- Garden
- Step Well
- Residential Buildings
- School Building

Site Photographs – Laxmeshwar temple



Primary School near the Temple



Laxmeshwar Temple, Renovated by Infosys Foundation



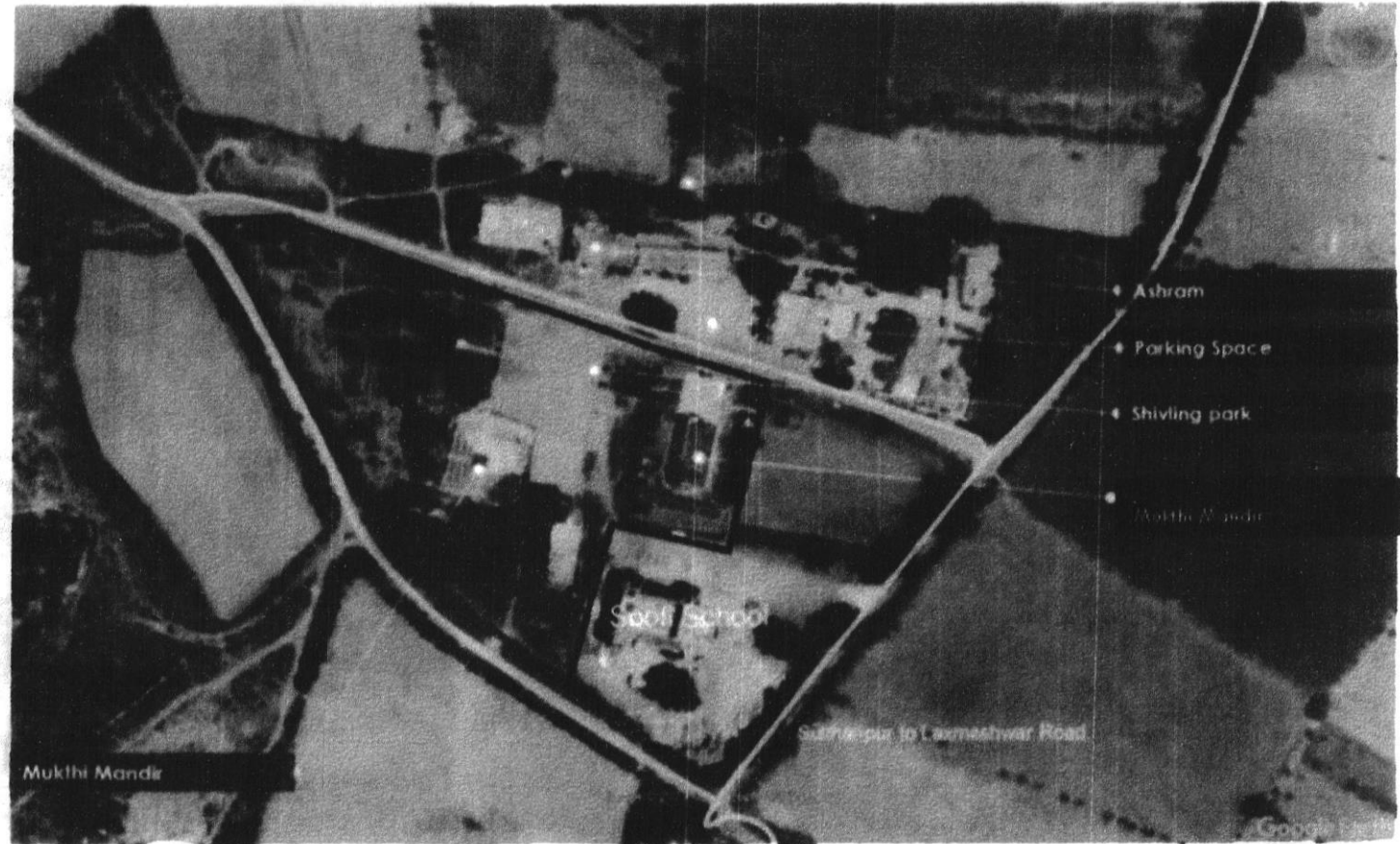
Ancient Step Well at Laxmeshwar Temple

Cluster 05 - Site 02: Mukthi Mandir

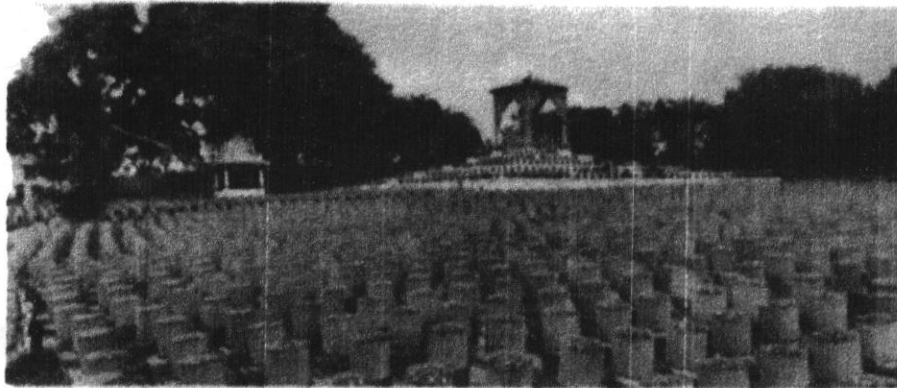
KEY PLAN

LEGEND/INFERENCE

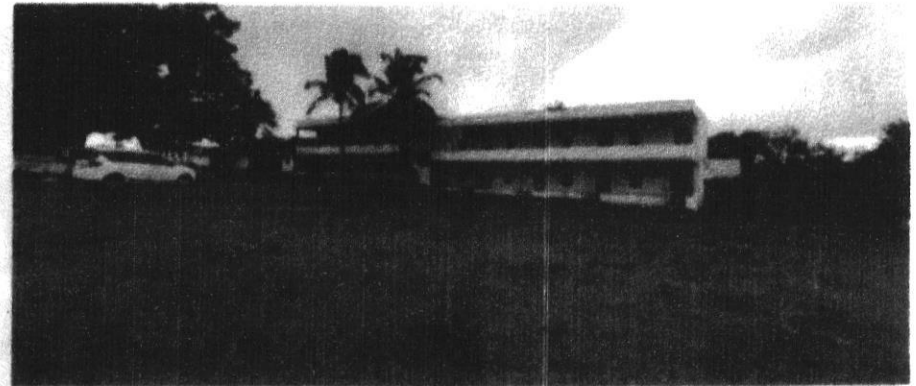
- Temple
- Shivling (5000 Nos)
- Other Buildings
- Agricultural Land



Site Photographs – Mukthi Mandir



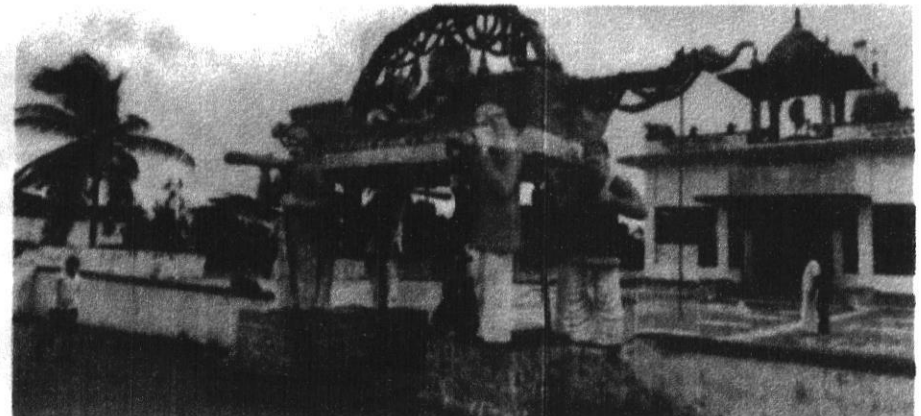
5000 shivling Park - Mukthi Mandir



Parking space near the temple



Stakeholder Consultation at Pakkreshwara Ashrama



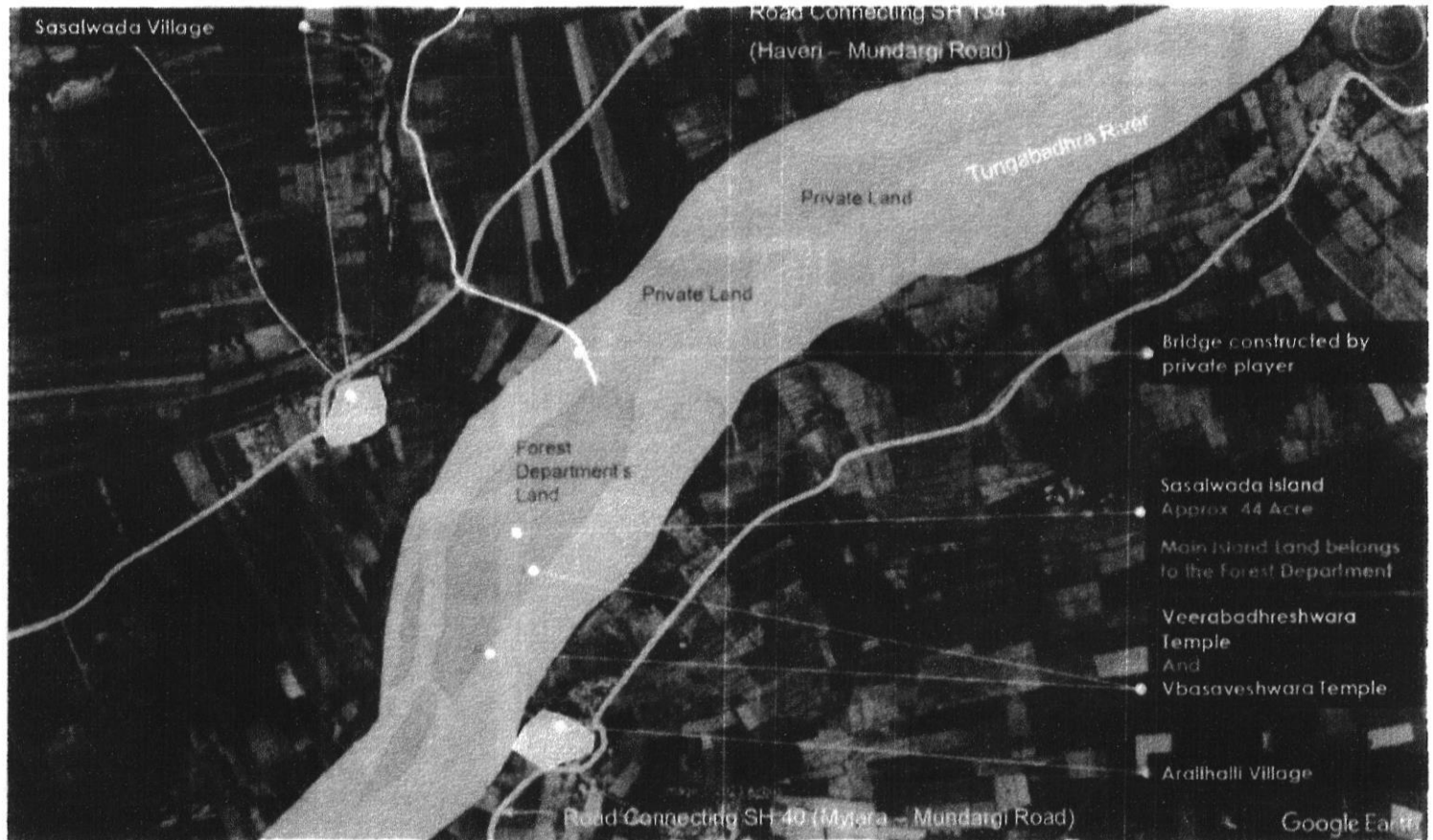
Mukthi Mandir

Cluster 05 - Site 03: Sasalwada

KEY PLAN

LEGEND/INFERENCE

- Forest Department's Land
- Private Land
- Tungabhadra River
- Nearby Villages



Site photographs – Sasalwada



Temple on the Island



Stakeholder Meeting of Sasalwada



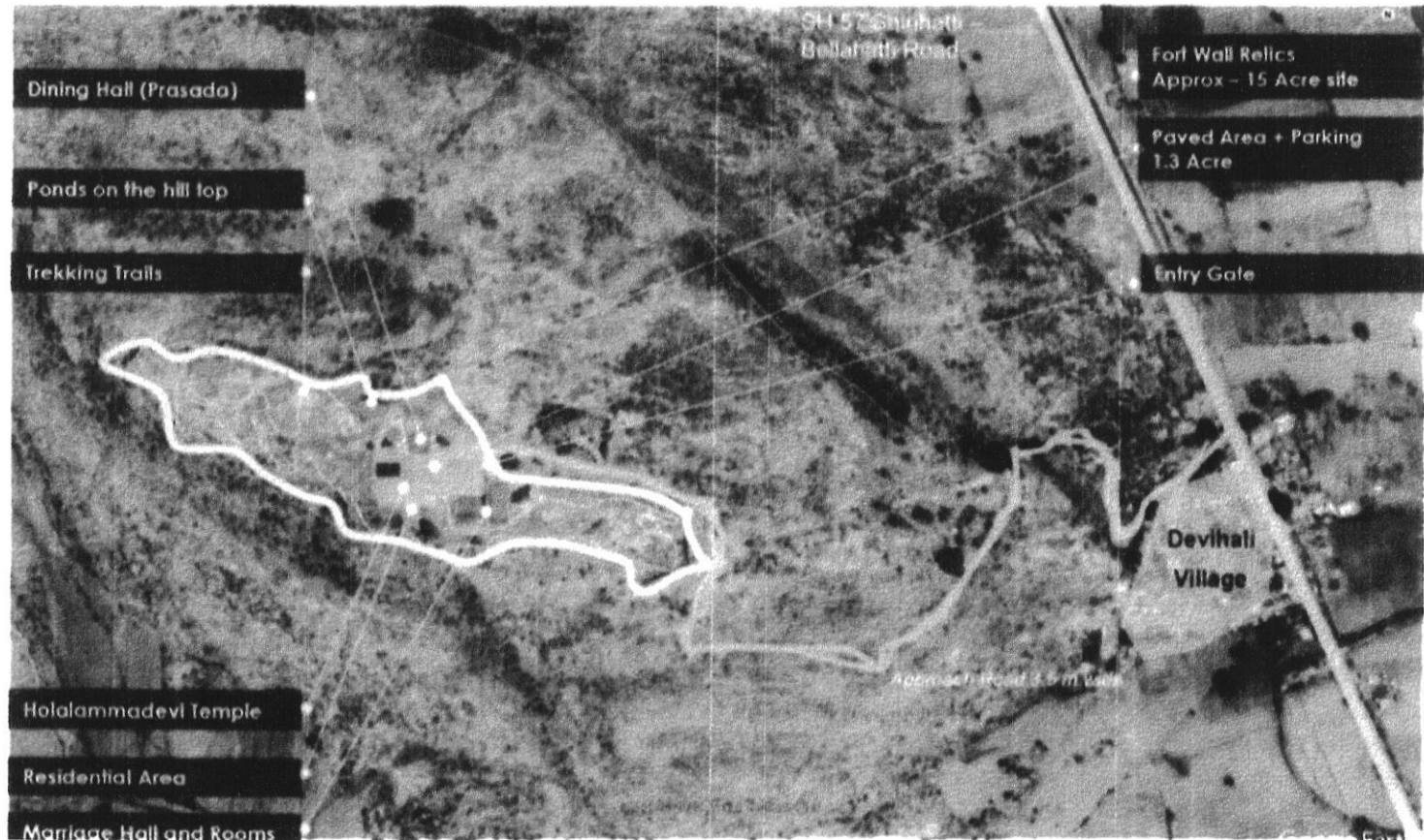
View of the green cover on the Island



Walking trails within the Island

Cluster 05 - Site 04: Shrimantagada Fort and Holamma Devi Temple

KEY PLAN



LEGEND/INFERENCE

- Temple
- Paved Area
- Buildings related to temple
- Ponds
- Nearby Villages
- Trekking Trails

5.B.6. Proposal for development of Eco-Tourism Destinations as proposed by Forest Department and Zoo Authority – Gadag Division:

- 1) Kappatgudda
- 2) Ecotourism at Kappatgudda WLS
- 3) Tree Parks at Gadag and Naragunda Taluka
- 4) Gadag Zoo
- 5) Magadikere
- 6) Shettikere
- 7) Hammigi Dam

5.B.7. Development of Activities at Gadag Zoo

“Gadag Zoo” located in Gadag taluka of Gadag district spread over an area of 40 acres is the oldest zoo of North Karnataka, the foundation stone of which was laid on 31/08/1972 by the then visionary Forest Minister Shri K. H. Patil as ‘Binkadakatti Children Park cum Zoo’ with the objective to spread awareness about wildlife conservation and protection and develop a temper for wildlife among the citizens of Gadag and surrounding districts of North Karnataka. The initial plan for this Zoo was prepared by the Curator of Sri Chamarajendra Zoological Gardens, Mysore. Since then lot of improvements and developments have taken place in this Zoo. Gadag Zoo recently celebrated its Golden Jubilee on 31st August, 2022.

Gadag Zoo has been placed under the category of Small Zoo by the Central Zoo Authority having spread over an area of approx. 16 Ha. which is now just 4 KM from the district headquarters because of massive expansion of the town in the last ten years. It has now become a Centre for recreation, learning and educational activities in the Gadag city.

Gadag Zoo boasts of housing nearly 38 species of animals, birds and reptiles with large carnivores like lions, tigers, leopards and smaller ones like wolves, hyenas and jackals. Aesthetic enclosures with glass viewing area have already been developed for leopards, lions striped hyenas, wolves, and jackals. Plans for reptile park and modified and improved crocodile/gharial enclosures are also in the anvil.

During the last few years, a lot of planning and efforts have gone into developing the landscape with native forestry and horticultural species with drip irrigation facilities which makes this Zoo seem like an oasis of greenery in the dry and hot summers of Gadag.

Slowly and steadily the Zoo has added amenities for visitors like drinking water points, modern toilet facilities, electric buggies, benches, Bamboo shade areas, dining area, wheel chairs, pergola. Every year the zoo is improved, and new facilities are created in accordance with availability of funds.

Gadag Zoo has played a great role in rescue, rehabilitation and treatment of wild animals coming in conflict with human habitations in the nearby divisions like Dharwad, Haveri, Koppal and places as far as Belgaum. Rescue of wild leopards, sloth bears, hyenas, wolves is being regularly done by the team and released in the wild after necessary protocols. A fully equipped animal hospital with modern treatment facility is in place which has enabled in operations like vasectomy in Nilgai and leopards to control their population. Hand rearing of abandoned and orphan animals is also carried out by the Zoo veterinarian and staff.

Gadag Zoo is witnessing unprecedented footfall from not only neighbouring talukas but also districts like Koppal, Dharwad, Vijayanagara, Bagalkot and as far as Kolhapur in

Maharashtra. Nearly 1,70,000 visitors have visited the Zoo in the Financial year 2022-23 with a revenue generation of nearly Rupees 1 Crore from entrance and other miscellaneous fees.

However despite the promise it holds, Gadag Zoo has not been able to meet its fund requirements through collected revenue and primarily funded by the grants from Zoo Authority of Karnataka. The Zoo has to develop more facilities and add more animals to its inventory in order to attract tourists in larger numbers.

As it is located on NH67 connecting Hubballi and Hampi, it has great potential to tap visitors travelling between these two big heritage and commercial towns.

Gadag Zoo with its young, dedicated and vibrant team is only going from one milestone to another in establishing new paradigms in Zoo management. Despite being a Small Zoo, it is well on its path to shoulder responsibilities of scientific intervention in conflict situations in the nearby districts.

Figure 6: Aerial view of Gadag Zoo



Source: Department of Forest, Gadag District

Existing Facilities:

- a) Modern Enclosure Designs
- b) Sitting areas
- c) Drinking Water Points

The sanctuary is typically a low-lying hill range with undulating terrains and gentle plains. The forest is mainly open scrub type with grasslands. Although the district witnesses dry and harsh summer months, this forest area turns into a verdant green carpet after first few rains of the monsoon season. True to its monicker 'Sahyadri of the North', these hills transform into scenic picturesque scenery. Early morning and late evenings are mesmerizing and flocked by youngsters who access these places.

However, the tourist movement is unregulated so far which has resulted in plastic pollution and crowding of the wildlife sensitive area. Regulating the entry through ticket system, creation of amenities and guided treks and safaris will help in income generation for EDCs which in turn can maintain these verdant forest areas.

Figure 8: Trekking activities at Kappatgudda WLS



Activities proposed:

- a) Guided Trekking
- b) Jeep Safari
- c) Ticket Counter at Zero Point.
- d) Interpretation centre at Zero point
- e) Sunset point/View point near Galigundi Basavanna Temple.
- f) Entry gate/Arch.
- g) Jungle Lodges and Resorts
- h) Viability of Paragliding shall be explored

5.B.9. Eco-Tourism Proposals for Magadi Kere Bird Conservation Reserve

Magadi lake spread over an area of approx. 50 Ha. is situated in Lakshmishwara taluka of Gadag district. It is 10 kms from taluka head-quarter and 30 kms away from the Gadag town.

Magadi kere has been declared a Bird Conservation Reserve by the Govt. of Karnataka owing to large number of migratory birds that visit this lake every year from Oct-Feb, the most prominent being the Bar – headed geese. During the peak season thousands of birds are seen on the lake water which is paradise for bird watchers and nature lovers.

Being an Important Bird Site, it has been proposed to be declared a Ramsar site of International importance. Although this bird haven is visited by large number of tourists and bird watchers, no formal ticketing system has been introduced so far because of lack of basic amenities. A bird watch tower with telescope and binoculars are provided by the Forest Department during the season. A small pergola and basic toilet facilities have been created.

Figure 9: Migratory Birds at Magadikere



The lake needs improvement by way of providing more amenities like drinking water point, interpretation centre, toilet block, and other infrastructural development to attract tourists.

Proposed development and budget:

- a) Interpretation centre (Long Term)
- b) Levelling, refixing of existing pavers and extension for another 300 metres
- c) Fencing
- d) Visitor amenities
- e) Informational Signages

5.B.10. Eco-Tourism Proposals for Shettikere

Shettikere located in between Laxmeshwar and Shirahatti is approximately a 300-acre lake and adjacent to it a Nursery run by the forest department is also functioning. This pristine location is known for bird watching, and also for spotting deer and Hyenas.

Proposed activities:

- a) Boating

- b) Camping facilities
- c) Nature Trails etc.

Figure 11: Representative pictures of Boating in the lake



5.B.11. Proposal for Development of Tree Parks

Gadag District has two tree parks:

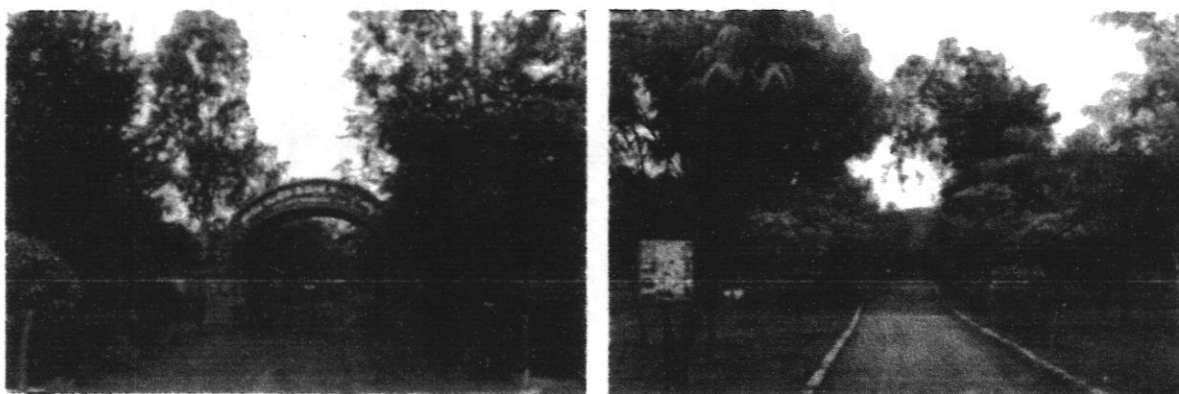
- i) Salumarada Thimakka Tree Park at Binkadkatti, Gadag Taluka and
- ii) Salumarada Thimakka Tree park at Naragunda Taluka.

1. Salumarada Thimakka Tree Park, Binkadakatti

This tree park is spread in an area of 25-30 acres in the Binkadkatti Protected Forest of NH 67 connecting Hubli and Hampi just 200 metres away from Gadag Zoo. Because of proximity to highway and Zoo, it has been receiving good number of tourists from last year. Facilities have been created for tourists using departmental funds as well from the revenue generated from entry tickets.

Longest zipline of the state has been developed on the hillock to enable youth to participate in adventure. Currently it is charged at a nominal rate of Rs.150 and has been drawing enthusiastic youth from neighbouring districts also.

Figure 12: Existing scenario of the Tree Park at Binkadkatti, Gadag



Some of the existing facilities include low rope courses, modern play area for children, benches, huts, pergolas, watch towers, drinking water point, toilet block, canteen, artificially created pond, etc. This tree park because of its beautiful green forests and proximity to Highway has a potential to attract large number of tourists especially those who are looking to spend one whole day out with children with senior citizens in the Zoo and tree park.

Fund requirements for the Development of:

- a) An incomplete Amphitheatre which couldn't be completed due to paucity of funds is to be completed which can be used for small events as well by schools/colleges/Govt. institutions etc. for their shows as well as small nature programs.
- b) An oasis like structure which is also to be completed so that an artificial fountain can be started using solar panel.
- c) Signages indicating various features of forest and ecological role like the ones shown below.
- d) Various themed Vanas like Rashi Vana, Nakshatra Vana, Rishi Vana etc are to be Developed. Signages, walk path, benches and small pergola around those Vanas.
- e) 2 (two) level of adventure parks for adults and children

2. Salumarada Thimakka Tree Park, Naragunda

This tree park is spread in an area of 25-30 acres in the foothills of the hillock atop which one can see the historical Naragunda fort. The land has been handed over to the Forest Department for developing a tree park and is now open to public since 2019-20. Due to its interior location and kutcha road it is not accessible by general public except by private transport. There is an urgent need to complete the asphaltting of the kutcha road next to Malaprabha canal and provide a bus stop nearby if possible. The revenue collection is also very low due to lesser number of visitors. However, the popularity is slowly increasing and 2023-2024 seems very promising looking at the data from the last months in this financial year.

- Number of visitors in the financial year 2022-23 – 39,800
- Number of visitors in the first three months April, May, June of financial year 2022-23 – 21,080

Some of the existing facilities include low rope courses, modern play area for children, benches, huts, pergolas, watch towers, drinking water point, toilet block, etc.

Figure 14: Location of Naragunda Tree Park



Fund requirements for Development of,

- a) Low rope course for children
- b) Play equipment
- c) Signage

C Short Term Projects (Completion in < 12 months)

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
A	Cluster 01 - Lakkundi					
A1	Heritage Trail, Lakkundi	1			100	IT and Content creation not included
A1.1	Buggy Ride, Lakkundi	10	Nos	10 lakh	100	4-seater vehicles procurement only
A1.2	Pathway Improvement, Lakkundi	1			95	Trail on foot – Paving, Lighting, Signages
A1.3	Buggy Stations and Vehicle Parking Spaces and Toilets at Lakkundi	2			150	Near Lakkundi Lake and at Yatri Nivas Site
A1.4	Lakkundi Heritage Tram Network	1			500	Similar to Kolkata Tram Network, people shall board from the Yatri Nivas site or the Site Near Lake. Costing is tentative and sector experts shall be consulted for PPP viability
A2	Lakkundi Utsav Site	1			75	
A2.1	Sculpture Park at the Utsav Site	1			85	
A3	Entrance Gateways	2	No.s	17.5 L	35	
A4	Information Signages – History Board	20	No.s	1.2 L	24	Proposed by Archelogy, Museum and Heritage Department for 13 sites
A5	Directional Signages	20	No.s	11,000	2.2	Proposed by Archelogy, Museum and Heritage Department
A6	Lakkundi Complex – Tourism Plaza					
A6.1	Preparation of DPR				50	Cost for preparation of DPR
A6.2	Development cost for Tourism Plaza				2500	Project shall be explored under PPP
A7	Lakkundi Complex - conservation of existing monuments				4500	ASI identified 13 monuments in first year.
	Sub - Total A				8216.2	
B	Dambal					
B1	Victoria Lake watersports and allied activities	1			300	Possibility of undertaking on PPP

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
B1.1	Lakefront Promenade for Victoria Lake	4	Km		90	Paved Walkway with lights
B1.2	Viewing Decks at Lake	3	No.s	30 L	90	3 Nos.
B1.3	Water Sports Activities	1				Vendor Based
B2	Inspection Bungalow	1			150	Retrofit of heritage structure as Interpretation Centre
B3	Entrance Gateways	2	Nos.	17.5 L	35	Gateway and Signages
B4	Improvement of Connectivity from Doni				20	
	Sub - Total B				685	
C	Gajendragad & Sudi					
C1	Gajendragad Fort - redevelopment				0.25	For DPR preparation. Project to be explored under PPP
C2	Gajendragad Fort – Ticket Counter and Trekking Trails	1			60	
C3	Interpretation Pavilion, Pathways, Landscaping at Gajendragad Fort	1			170	
C4	Fort Walk Trail	1			30	Signage and Pathway Improvement
C5	Food Court & Souvenir Shop	1			65	
C6	Parking & Infrastructure Amenities	1			25	
C7	Kalakaleshwara Tempe – Improvement of Steps with Railings	140 m			30	
C8	Development of Parking Space and Entry Gate				50	
	Sub - Total C				430.25	
D	Gadag City					
D1	Walkway Development at Bheeshma Kere	2.4 km			100	
D2	Compound Wall Development at Bheeshma Kere	2.4 km			200	

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
D3	Parking Facilities at Bheeshma kere	50 Cars			25	
D4	Sea World (Aquarium) at Bheeshma kere				100	
D5	Koneru Konda redevelopment				60	
D6	Fort Walk Trail at Gajendragad	1			30	Signage and Pathway Improvement
D7	3 Star Hotel at Gadag	25 Keys			1800	Land Acquisition Cost not included (30000 x 4000 = 12 Cr + Site Development and Contingency 6 Cr
D8	Salumarada Thimakka Tree Park, Binkadakatti				50	25-30 acres in the Binkadkatti Protected Forest
D9	Salumarada Thimakka Tree Park, Binkadakatti				50	Two Level Adventure Zone (For children and Adults)
D10	Modern Library at Gadag and Interpretation Centre at Gadag ('Heroes of Gadag')				400	
D11	Upgradation Digitisation and modernisation of Gadag District Museum				100	
D12	Tourism Information Kiosks	10	No.s	20 L	200	Tourism Information Kiosks at Railway Station, Bus stands and Major Towns
Sub - Total D					3115	
E	Conservation (State Archeology Department)					
E1	Signages – Informational Across the State	120	Nos.	1.2 Lakhs	144	
E2	Signages – Directional Across the State	300	Nos.	11,000	33	
E3	Lakkundi Complex - Conservation of existing Monuments					
	Conservation of 13 identified ASI monuments				45	

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
	Sub Total E				222	
	Grand Total for Short Term Projects (A+B+C+D+E)				12668.45	

D Medium Term Projects (Completion in 12-36 months)

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
A	Lakkundi					
A1	Lakkundi Lakefront	1			850	Land acquisition cost not considered (Panchayat Land - Near Lake)
A1.1	Cultural Village	1			450	
A1.2	Algundi Basaveshwara Kere - Lakefront Development	1			400	
A2	Lakkundi Yatri Nivas				900	Demolition and site clearing cost not considered
A2.1	Food Court & Retail				330	
A2.2	3 Star Hotel	15 keys			1000	ITBT Land (Science and Technology Department, Bangalore) (2 Acre) (INR 4000 per sq.ft) (16000 sqft) + Contingency
A3	Chain-link Fencing	13 Sites			465	State Archeology, Museum and Heritage Department
A4	Lakkundi Conservation Activities				58.8	State Archeology, Museum and Heritage Department
A5	Excavation programme for Lakkundi complex				10000	10 temples / year x 5 years. DPR to be prepared
	Sub - Total A				14453.8	
B	Gadag City					
B1	Bheeshma Lake - Toy Train	1			2000	
B1.1	Lakefront Promenade with viewing decks	5 Decks			360	
B1.2	Theme Park				250	PPP viability to be assessed
B1.3	Light and Sound Show	1			500	
B1.4	Bheeshma Lake Museum renovation				50	

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
B1.4	Parking space, Public Convenience				250	IT Integration and Content not considered
B2	Gadag Zoo Redevelopment				300	Enclosures for animals (150 Lakhs); Educational Facility (100 Lakhs); Visitors Amenities (50 Lakhs)
B3	Salumarada Thimakka Tree Park, Naragunda				25	25-30 acres in the foothills of the hillock atop which one can see the historical Naragunda fort
B4	Renovation of Gadag ASI Museum				100	DPR is under preparation by Department of Archeology, Museum and Heritage. Suggestion by committee to improve curation.
B5	Chain-link Fencing	27 Sites			525	Department of Archeology, Museum and Heritage
B6	Toy buses to visit Temples, Zoo, Tree Park, Basaveshwara Statue, Bheeshma Kere and monuments in Gadag.	8	Nos	25	200	30-Seater Electric Buses 25 Lacks per buses
B7	JLR at Kappatgudda				2000	
B8	Establishing a musical instruments Museum.	1	Nos		300	
B9	Establishing Pandit Bhimsen Joshi International Centre for Music in Ron	1	Nos		550	
B10	Development of Agri-tourism in association with the local farmers and Agriculture department. (Infrastructure Development)	10	Nos	50	500	Agri Tourism Information and Amenities Centre with Cycles, Direction Maps, Signages, Public Convenience etc.
B11	Development of Hulkoti as a Model Village and organizing visit of tourists				700	Organised Tours, Dormitory Facilities, Cottages, Resting Spaces, Cycles on Rent, Direction Signage, Public Convenience etc.

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
B12	Hammigi Dam – Development of Tourism Amenities				200	Cafeteria, Public Convenience, Parking Space, Boating (Watersports Activities can be taken up on PPP mode)
B13	Development of Ghats for Religious / Spiritual activities across Tungabhadra River / Malaprabha River	6	Nos	1 Cr	600	
B14	Wellness Tourism Centre at Gadag	25	Keys		4500	25 Cottages, 1 Male Ward, 1 Female Ward, 20 Rooms, 1 Prayer Hall, 1 Restaurant, 2 Staff Quarters, 1 Admin Block, 1 Treatment Building, 5 Doctors Cottages, 1 Training Centre
B15	Hotel Management Institute at Gadag				5000	BBA, BSc, MBA, Diploma courses associated with Hotel Management, Culinary Arts etc.
B16	Exclusive gallery on Cooperative Movement in District Interpretation Centre				200	
B17	Exclusive gallery on Hindu Muslim brotherhood (Communal Harmony) in District Interpretation Centre.				200	
B18	Identification of temples, mutts, lakes, monuments, birth places of significant personalities. Putting signage and improvement of the conditions around the places. Creation of need-based tourist facilities.	50 + 50		20000 + 30000	25	Direction Signages and Information Signages
B19	Hostel Facilities	50 Male Beds	Beds		400	Encouraging students of History, Art, Culture,

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
		50 Female Beds				Architecture, Design, Archeology, to visit Gadag and study. Hostel, Dining Hall, Ground, Stage
B20	Windmill interpretation Centre				150	PPP mode
	Sub Total B				19885	
	Grand Total (A+B)				34338.8	

E Long Term Projects (Completion in > 36 months)

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
A. ASI Sites						
A1	Site Development and Tourist Infrastructure near ASI Sites	30	Nos.	30	900	Sites to be identified on consultation with ASI, State Archology Department (27+44 Archeological Sites in the District)
A2	Conservation of Excavated Sites in Gadag	56	Nos.		4203.5	
A3	Restoration of 13 excavated sites in Lakkundi	13	Nos.		695	Department of Archeology, Museum and Heritage.
					5798.5	
B Privately Owned Sites						
B1	Development in private sites – Palace of Army Chief etc,				500	PPP Viability to be assessed
					500	
C Forest Land						
C1	Magadikere – Ecotourism Development				205	
C2	Kappathgudda WLS – Eco-tourism projects				100	
C3	Shettikere – Ecotourism Development				100	

Sl. No.	Component	Quantity	Unit	Average Unit Rate (INR)	Cost (INR Lakhs)	Remarks
C4	Sasalwada – Nature Camps				80	
C5	Toy Train Around Zoo				800	
					1285	
D	Other Identified Tourist Destinations					
D1	Tourist amenities, Parking Space, Food Kiosks		10	15	150	
Total (A+B+C+D)					7733.5	

F. Abstract Estimated Cost for Development proposed for infrastructure

Sl. No.	Particular	Amount (INR Lakhs)	Amount (INR Crores)
1.	Short Term Projects	12668.45	126.68
2.	Medium Term Projects	34338.8	343.38
3.	Long Term Projects	7733.5	77.33
	Total Project Cost	54740.75	547.39

Total Project Cost (Short Term + Medium Term + Long Term) = INR 54740.75 Lakh (547.40 Crores)

6. Promotion Strategy for Gadag Tourism

6.1. Creative Promotion Strategy for Gadag Tourism

i. Overview of current promotional activities

Gadag district is famous for its many historical monuments and temples. The district administration has undertaken a number of promotional activities in recent years to attract more tourists to the area.

Some of the key promotional activities undertaken by the district administration include:

1. Organizing cultural events and festivals, such as the Gadag Utsav and the Veeranarayana Utsav.
2. Promoting Gadag's rich history and heritage through online and offline channels.

These promotional activities have been successful in increasing awareness of Gadag as a tourist destination.

The district administration is planning to undertake even more promotional activities in the coming years to further boost tourism in Gadag. These activities will focus on promoting Gadag's unique historical, cultural heritage other unexplored destinations of tourism importance, as well as its natural beauty.

1. In 2021, the district administration organized a cultural event called the '**Gadag Utsav**'. The event featured traditional music, dance, and performances from across Karnataka. It was attended by over 10,000 people.
2. In 2022, the district administration launched a website and social media campaign to promote Gadag as a tourist destination. The campaign featured videos, photos, and articles about the district's historical monuments, temples, and natural beauty.
3. The district administration has also partnered with travel agencies and tour operators to promote Gadag to potential tourists. These partners have helped to create itineraries and packages that highlight the district's best attractions.
4. These are just a few examples of the promotional activities that have been undertaken in Gadag district in recent years. These activities have been successful in increasing awareness of Gadag as a tourist destination and attracting more visitors to the area.

ii. Key target customer groups

Presently, the key target customer groups visiting Gadag district are:

1. **History buffs:**
Gadag is home to many historical monuments and temples, making it a popular destination for history buffs. Some of the most popular tourist attractions in Gadag include the Lakkundi Group of Monuments, Trikuteshwara Temple, and the Veeranarayana Temple.
2. **Cultural tourists:**
Gadag is home to a number of different cultural groups, including Hindus, Jains, and Muslims. This diversity is reflected in the district's many festivals and cultural events. Some of the most popular festivals in Gadag include the Gadag Utsav, the Veeranarayana Utsav, and the Lakkundi Utsav.
3. **Nature lovers:**

Gadag is in a region of scenic beauty, with rolling hills, lush forests, and a number of rivers. Some of the most popular places to enjoy the natural beauty of Gadag include the Magadi Bird Sanctuary, the Kappat Gudda Hill, and the Dambal Lake.

4. Pilgrims:

Gadag is a popular destination for pilgrims, as it is home to a number of Jain temples and monuments. Some of the most popular Jain temples in Gadag include the Mahadeva Temple at Haveri, the Chandragupta Maurya Basti at Lakkundi, and the Jain Basadi at Dambal.

5. Business travellers:

Gadag is a growing commercial centre, and it is home to a number of businesses, including IT companies, manufacturing companies, and educational institutions. Business travellers may visit Gadag for meetings, conferences, or to conduct business.

6. Vacationers:

Gadag is a popular destination for vacationers, as it offers a variety of activities and attractions. Vacationers may visit Gadag to relax, explore the district's history and culture, or enjoy the natural beauty of the region.

iii. Assessment of Key gaps and opportunities for promotion

The key gaps and challenges observed in promotion of Gadag District and the tourism offerings are broadly described as below.

1. Not so popular destinations:

- **Lack of Awareness:** There is a lack of awareness about these destinations among travellers due to limited marketing efforts or insufficient exposure on travel platforms and media.
- **Perception Issues:** Perceptions or misconceptions on some destinations as stereotypes, making it challenging to attract tourists.
- **Competition:** Competing with well-established, popular destinations can be tough, as travellers often prefer familiar options.

2. Very few hotels, resorts:

- **Limited Accommodation Options:** The scarcity of hotels and resorts may discourage tourists from visiting, as they might be unsure about finding suitable and comfortable lodging.
- **High Prices:** With limited facilities, the available accommodations might charge higher rates, affecting the affordability for potential visitors.
- **Seasonal Availability:** Due to the limited number of hotels, it could be difficult for travellers to find accommodations during peak seasons, leading to potential overcrowding or lost tourism opportunities.

3. Absence of amenities:

- **Inconvenience for Tourists:** The lack of basic amenities such as restaurants, shops, ATMs, and medical facilities can make it inconvenient for tourists during their stay.
- **Negative Reviews:** Visitors may leave negative reviews online due to the absence of amenities, impacting the destination's reputation and further deterring potential tourists.

- **Missed Revenue Opportunities:** The absence of amenities can result in missed opportunities for local businesses to generate income from tourists.

4. Lack of maintenance:

- **Deteriorating Infrastructure:** Poor maintenance can lead to deteriorating infrastructure, which not only affects the visitor experience but also poses safety risks.
- **Negative Aesthetics:** Unclean surroundings, litter, and poorly maintained attractions can leave a negative impression on tourists and discourage them from returning.
- **Environmental Impact:** The lack of maintenance can harm the natural environment and lead to the degradation of ecologically sensitive areas.\

5. Last mile connectivity:

- **Limited Accessibility:** Poor last mile connectivity makes it challenging for tourists to reach their intended destinations, discouraging them from exploring the area.
- **Time-Consuming Travel:** Lengthy and inconvenient travel from transportation hubs to the destination can result in tourists choosing more accessible locations.

iv. Overview of key activities to be carried out for promotion

a. Identify Anchor Destinations:

- Conduct a thorough assessment of Gadag's unique attractions, heritage sites, cultural events, and natural beauty.
- Analyze the potential of each attraction to serve as an anchor destination that can draw tourists.
- Prioritize and select anchor destinations that are ready for immediate marketing efforts and have the infrastructure to cater to tourists.

b. Piggyback Ride on Nearby Popular Destinations:

- Identify nearby popular and well-established tourist destinations that attract a large number of visitors.
- Develop strategic partnerships and collaborations with these destinations to promote Gadag as an additional and complementary place to visit.
- Leverage the marketing channels and platforms of the nearby popular destinations to reach a wider audience and drive interest towards Gadag.

c. Communication and Display at Anchor Destinations:

- Design visually appealing displays and information boards at the anchor destinations, showcasing the overall attractions and experiences that Gadag has to offer.
- Utilize interactive displays, brochures, and multimedia content to engage visitors and pique their curiosity about Gadag's unique offerings.
- Collaborate with local tour operators and travel agencies at the anchor destinations to include Gadag in their tour packages and itineraries.

d. Branding and Event-Based Marketing:

- Develop a distinctive branding strategy for Gadag that reflects its cultural heritage, natural beauty, and unique selling points.

- Organize event-based marketing initiatives that align with key attractions in Gadag, such as cultural festivals, heritage tours, art exhibitions, and eco-friendly initiatives.
- Leverage social media platforms, blogs, and influencer marketing to create buzz and generate interest in Gadag's events and experiences.

e. Key Attraction-focused Marketing:

- Identify the key attractions in Gadag, such as historical monuments, traditional crafts, local cuisine, and natural landmarks.
- Create targeted marketing campaigns that highlight these key attractions and their significance to attract specific segments of tourists, such as history enthusiasts, art lovers, or nature seekers.
- Collaborate with local artisans, chefs, and cultural experts to offer authentic and immersive experiences to visitors, enhancing the appeal of Gadag as a unique destination.

f. Engage Local Stakeholders:

- Involve local businesses, community leaders, and tourism stakeholders in the marketing efforts to ensure a unified and collaborative approach.
- Organize workshops and training programs to equip local stakeholders with the knowledge and skills to offer quality services to tourists.
- Encourage local participation in promotional activities, such as community-led tours and cultural performances, to foster a sense of ownership and pride in showcasing Gadag to visitors.

By implementing these tasks systematically, Gadag can effectively position itself as a must-visit destination, attract a diverse range of tourists, and foster sustainable tourism growth that benefits both the local community and the region's economy.

v. Promotional Strategy – Phase wise Implementation Strategy:

PHASE 1:

1. Brand Identity:

Branding for Gadag will be a captivating and culturally rich narrative that weaves together the essence of its heritage and key attractions, which encompass a harmonious blend of music, art, and craft. The branding strategy will be an artistic tapestry that celebrates Gadag's profound historical significance, its vibrant artistic expressions, and the skilled craftsmanship that has been passed down through generations.

a. Heritage Rediscovered:

At the heart of the branding lies Gadag's treasure trove of heritage, lovingly rediscovered and showcased to the world. The branding will delve deep into the region's historical roots, unearthing ancient monuments, temples, and architectural marvels that stand as living testaments to the past. By highlighting the intricate carvings, timeless scriptures, and awe-inspiring ruins, the brand will evoke a sense of wonder and intrigue, drawing culture enthusiasts and history aficionados from far and wide.

b. Rhythms of Tradition:

Music, a soulful melody resonating through Gadag's veins, will be a centrepiece of the branding. The vibrant beats of folk music and classical ragas will echo in the promotional campaigns, portraying the region as a hub of cultural melodies. The brand will curate musical experiences that showcase local artists and musicians, providing visitors with immersive performances and a chance to appreciate the rich musical heritage that defines Gadag.

c. *Canvas of Creativity:*

Art will paint the landscape of Gadag's branding, with vivid strokes of creativity enriching every aspect. From traditional art forms like Mysuru painting and Bidriware to contemporary expressions of modern artists, the brand will celebrate the diversity of artistic endeavours. Art festivals, workshops, and exhibitions will encourage visitors to engage with local artisans and painters, fostering a deeper connection to the cultural spirit of the destination.

d. *Craftsmanship Preserved:*

Craftsmanship will shine as a beacon of pride in the branding efforts, emphasizing the skilled hands that create timeless wonders. The brand will tell the stories of artisans who craft intricate textiles, ornate jewellery, and exquisite pottery, keeping age-old traditions alive. Visitors will have the opportunity to witness the craftsmanship first hand, partaking in workshops to understand the dedication and passion that go into each handmade masterpiece.

e. *Fusion of Past and Present:*

Gadag's branding will skilfully blend its historical charm with modern elements, showcasing how tradition and innovation coexist in harmony. The brand identity will embody a timeless yet contemporary feel, appealing to a diverse audience seeking both authentic experiences and modern comforts. This fusion will resonate with travellers looking for a destination that offers a unique and enriching journey, embracing the old and the new with open arms.

In essence, the branding for Gadag will be a captivating tale that unravels the heritage and allure of the destination through the artistic expressions of music, art, and craft. By embracing its cultural treasures and key attractions, the brand will beckon travellers to embark on a transformative voyage, connecting with the past while savouring the vibrant tapestry of the present.

2. Identifying anchor destination: LAKKUNDI

Lakkundi make it an enticing pause in the journey. Its strategic geographical location and excellent connectivity to popular tourism destinations set the stage for a memorable travel experience. Several features make Lakkundi an attractive option for travelers seeking a unique blend of history, culture, and recreational activities.

1. Geographical Advantage:

Lakkundi's geographical location works to its advantage as a stopover destination. Situated strategically along connecting roads to popular tourism hotspots such as Badami, Aihole, Pattadakal, and Hampi, Lakkundi becomes a natural midway point for travelers exploring the rich cultural heritage of the region. Its easy accessibility enhances the appeal for tourists

looking to break their journey and immerse themselves in a lesser-known yet culturally significant town.

2. Abundance of Historical Monuments:

Lakkundi proudly boasts six well-maintained Archaeological Survey of India (ASI) monuments and other historical structures within a 2 km radius. These remarkable relics from the past offer travelers a glimpse into the glorious history and architectural finesse of ancient times. Visitors can explore intricately carved temples, step wells, and age-old edifices, all brimming with stories waiting to be discovered.

3. Potential for Water Sports and Plaza:

The picturesque lake located on the highway side presents a golden opportunity to develop water sports activities, allowing tourists to engage in recreational pursuits. Additionally, a well-planned plaza can be created to showcase local art and crafts, regional delicacies, and cultural performances. This inviting space will become a cultural hub and provide visitors with a memorable experience that captures the essence of Gadag's traditions.

4. Development of Yathri Nivas:

Yathri Nivas, situated on the other side of the highway, holds immense potential for development. By establishing retail outlets offering traditional handicrafts, souvenirs, and local produce, visitors can take home a piece of Gadag's cultural heritage. Moreover, food outlets serving regional delicacies will treat travelers to the flavors of the land, elevating their journey beyond the ordinary.

5. Promoting Gadag's Other Destinations:

At Lakkundi, the opportunity to promote Gadag's other destinations and products becomes a reality. Utilizing informational boards, brochures, and multimedia displays, tourists can learn about the region's hidden gems, diverse attractions, and engaging activities. This strategic promotion can influence travelers to extend their stay in Gadag and explore its various offerings, contributing to the overall growth of tourism in the region.

6. Promoting Lakkundi in Badami, Aihole, Pattadakal, and Hampi:

Collaborative efforts will be initiated to promote Lakkundi within the popular tourism destinations of Badami, Aihole, Pattadakal, and Hampi. Tour operators and travel agencies in these areas will be encouraged to include Lakkundi as an essential stopover in their itineraries. Joint marketing initiatives, social media campaigns, and travel packages will highlight the unique features of Lakkundi, making it an irresistible choice for travelers planning their journeys to these renowned destinations.

By effectively capitalizing on Lakkundi's location, historical treasures, recreational potential, and retail spaces, it can become the gateway that unlocks the allure of Gadag for tourists. The symbiotic promotion of Lakkundi and Gadag's other attractions will further boost tourism and establish the region as a must-visit cultural paradise.

LAKKUNDI

Promotional Plan Phase 1

- Promote Lakkundi as a "stop over" destination amongst people traveling from N-W Karnataka
- Promote Lakkundi as "nearby" destination for the tourists visiting Hampi, Badmi, Aihole, Pattadakallu etc.

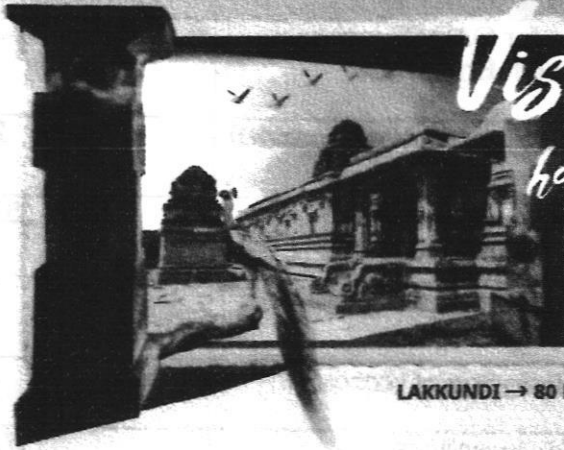
6.1.1. Sample Promotional Creatives

Design samples for Gadag's Branding:



Design samples for Hoardings promoting Gadag District:





Visit one of the
most popular
haunts of the
13th century

SURPRISINGLY GADAG

Karnataka
One state. Many worlds.
www.karnatakaturism.org

LAKKUNDI → 80 KM



Discover
the
splendour
of
the
13th
century

SURPRISINGLY GADAG

Karnataka
One state. Many worlds.
www.karnatakaturism.org

LAKKUNDI → 80 KM



Get ready for
a rendezvous
with the
Pavani Vav
of the South

SURPRISINGLY GADAG

Karnataka
One state. Many worlds.
www.karnatakaturism.org

LAKKUNDI → 80 KM

6.1.2. Estimated Cost

Sl. No.	Particulars	Estimated Cost in INR Lakh (exclusive of all taxes)
1.	Cost towards creating brand identity for GADAG including logo, tagline and colour scheme in both English and Kannada :	1.50
2.	Cost towards conceptualizing and designing of hoardings 10 nos. x Rs. 20,000 :	2.00
3.	Cost towards creating HD format videos of less than 1 min each 10 nos. x Rs. 5,25,000 (as per DAVP rate card) :	52.50
4.	Cost towards conceptualizing and designing of maps District and Circuit maps – 2 nos. x Rs. 50,000 :	1.00
5.	Cost towards conceptualizing and designing of brochure 1 no. :	0.50
6.	Rent for hoardings for 3 months, 100 hoardings :	75.00
7.	KSRTC, NWKRTC, KKRTC Bus branding for 3 months :	300.00
8.	Printing of Brochures, Maps etc, 10,000 nos. :	10.00
9.	Collaboration with leading media house for documentary :	200.00
10.	Event: Cooperative Movement :	500.00
11.	Event: Music by specially-abled people:	300.00
	Total Cost for Creative Promotion Strategy: (Annual)	1442.50
	Total Cost for Creative Promotion Strategy: (5-year Plan)	7212.50

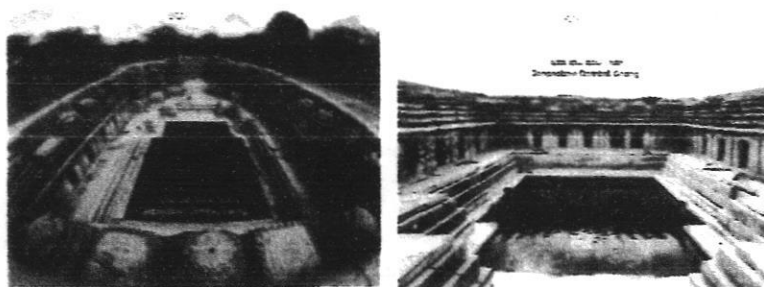
The total cost proposed for creatives for promoting Gadag through branding, publishing on hard and soft promotion channels for a year is **INR 14.42 Crores** (Rupees Fourteen Crore Forty-Two Lakh and Fifty Thousand). The strategy shall be a Five-Year term promotion plan costing about **INR 72.12 Crore** (Rupees Seventy-Two Crore and Twelve Lakh).

6.2 Digital Promotion/Marketing Strategy for Gadag Tourism

6.2.1. Assessment of digital promotion/marketing of Gadag Tourism

i. Overall digital marketing approach for Gadag

1. Creation of new official Gadag District page on Facebook/Meta, Instagram, Twitter & YouTube to share daily content.
2. SEO for the official Gadag Website for a better approach on the search engine (www.gadag.org)
3. On social media:
 - **Static Posts (Photos/Carousels)** - A photo or collection of photos (upto 10 photos) that shows different views of the location. This type of posting can be very attractive to the tourists and travellers who are willing to visit the location. It can look like this on the official pages,



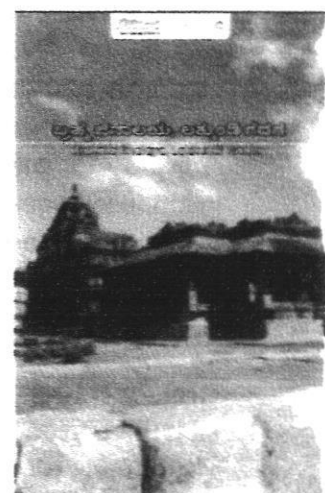
Jappada bavi, Dambala

- **Videos / Drone videos** – A recorded version of the location in an explanative format that is describing the location with a voice over in the background by a guide/professional historian who has the knowledge about the location or a different approach in the view of the location through the Hawk eye’s view or drone view. These videos can be posted on all the social media platforms such as Facebook, Instagram, Twitter & YouTube.

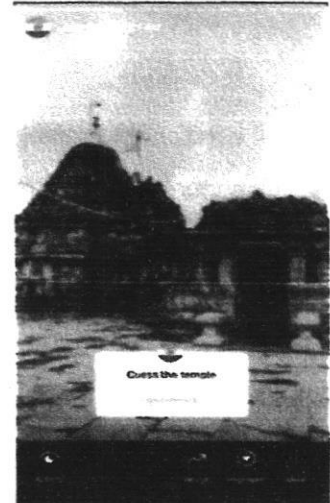


- **Reels** – A trendy way to attract the travel and tourism enthusiasts who are willing to explore the unexplored locations around the state and country. A new way to promote content on Meta platforms, it can be a pictorial representation of the location in a video format or a musical video representation of different views of the place.

This type of content can be posted on all the social media platforms such as Facebook, Instagram & YouTube shorts. Reels are usually posted in portrait view, whereas videos are posted in landscape view.

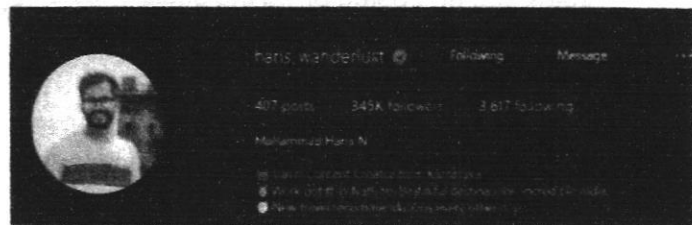
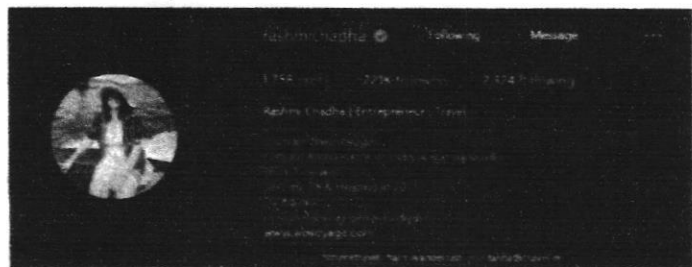


- **Interactive Stories on Instagram and Facebook** – Updating the official Gadag page with interactive Story that will increase the engagement on the official Gadag page and interest in the viewers mind learning more about the place/location. These interactive stories can be posted on the Instagram and Facebook platforms. The interactive stories could either be a questionnaire, poll or guess the location type. The story could look like this;



- **Influencer Marketing** – This is a paid promotion that involves verified and famous social media influencers to promote Gadag and the surrounding tourist attractive spots on the page. It could be promoted in a video format, photo format and a collaboration format.

These influencers can bring in a change in the minds of travellers by giving their review about the location and make more people visit the location to explore and learn about Gadag. Influencers can write a story about the location which can create an impact on the internet & social media. These collaborations can be promoted on Facebook, Instagram & YouTube for better reach and approach to the specific demographics in the world.



A few influencers can be approached as they are verified on the social media platforms and have a count of 200k+ followers on their individual pages. These

influencer pages have helped in the promotion of Karnataka tourism previously and have always been supportive in making our state tourism known throughout the globe.

- **Promotion on the Karnataka Tourism Page** including the Circuit campaign (Hampi-Vijayapura-Gadag-Badami-Pattadakal-Aihole)
- **Collaboration of Gadag locations**, activities, carnivals and different event posts with the official Karnataka Tourism pages on social media platforms to attract more visitors and reach of the posts.

These strategies can improve the reach of the district on the web as well as social media which will create an urge in experiencing the place among the youngsters, tourists, traveller and the page followers.

ii. Overview of key activities to be carried out for promotion of Gadag Tourism

1. Creation of Official Social media pages to share content on Facebook, Instagram, Twitter & Youtube.
2. Developing Search Engine Optimisation (SEO) for the official Gadag website (www.gadag.org)
3. On social media:
 - Live session on the Gadag official & Karnataka Tourism Social media platforms (Instagram, Facebook & Youtube) by Hon'ble Tourism Minister **Shri H.K. Patil**, heritage guides and old natives of Gadag who can share their experiences and the history of the locations situated in & around Gadag district.
 - Promoting Gadag on the Karnataka tourism website w.r.t Eco Tourism, Rural Tourism, History/Heritage Tourism etc.
 - Promote Gadag district and surroundings on different influencer pages & collaborate on the content with them on Instagram & Facebook.
 - Paid promotions on social media platforms
 - Paid SEO & Google ads campaign for the Gadag official Website
 - Paid Influencer marketing and collaborations

iii. Expected results and Key Performance Indicators

1. Developing of a new Gadag Official social media page across the platforms since there are no specific official pages of Gadag district on the social media platforms, there are only fan made pages or local pages that are available and are handled by Gadag natives or random social media users.
2. Creation of official pages on FB, Instagram, YouTube & Twitter to update daily content on the page w.r.t the district activities and the locations in and around the district.
3. Increase in the search results on Google by using SEO & SEM.
4. Increase in the approach towards the location with the help of social media by increasing the page followers **by 5000-10,000 on Facebook and Instagram & 1000-2000 on Twitter every month in the first year.**
5. Using Google Ads or Paid promotion the content can be reached to the pages/people who are not following the official page of Gadag.
6. Showing the development of the Gadag district on social media can attract Content creators which will make a move on the internet to provide better approach of the location.
7. Increase in the tourist footfall from all over the world.

6.2.2. Estimated Cost

Sl No	Component	Cost (INR Lakhs)	Timeline	Remarks
A	Digital Marketing Team	40	12 months	A team of social media manager, content creator/developer (Kannada & English) & Graphic Designer
A1	Social Media Manager	16	12 months	A complete project manager and the one responsible for the operations of the official Gadag account including the strategy, content approver, queries & mails communicator, official representative of the account.
A2	Content developers (English & Kannada), Editors & Graphic Designer	24	12 months	Native content creator/developer who is responsible for the Kannada content development & English content development. Content editors and Graphic designer to make the creative content for the official Gadag page.
B	Photography & Videography	16	6 months	Professional photography & videography coverage of Gadag and surrounding locations which can be used for online promotion and social media content. This includes Drone video & photo footage, candid video & architectural photography.
B1	Professional artists & Editing	12		Capturing, Postproduction and Editing of photos and videos.
B2	Photo & Video shoot Equipment	4		Hiring or renting of best quality equipment for the shoot.
C	Paid Online Promotion	40	6-8 months	Paid campaigns on social media platforms (Facebook & Instagram). Google Ads and SEO for website promotion.
C1	Travel & Tourism Influencers	20	6-8 months	Hosting and hiring verified Travel & Tourism influencers with over 100k-200k followers on Instagram and Facebook to promote Gadag on their page and collaborate their content on the Gadag pages.
C2	Paid campaigns on social media platforms	20	12 months	Paid marketing to achieve impressions, followers & reach on the social media platforms.
	Total Annual Cost	96	12 months	The total approximate budget for the Digital Marketing promotion

The total cost proposed for creatives for promoting Gadag through digital platforms for a year is **INR 0.96 Crores (Rupees Ninety-Six Lakh)**. The strategy shall be a Five-Year term digital promotion plan costing about **INR 4.80 Crore (Rupees Four Crore Eighty Lakh)**.

6.2.3 Proposed Implementation Timelines for 12 months(Short term)

Sl No.	Promotion Plan	1	2	3	4	5	6	7	8	9	10	11	12	Total Timeline
A	Social Media Posting	30	30	30	30	30	30	30	30	30	30	30	30	12 months
A1	Static photo/carousel	15	15	15	15	15	15	15	15	15	15	15	15	12 months
A2	Videos / Reels on FB, Insta, Twitter & YouTube	15	15	15	15	15	15	15	15	15	15	15	15	12 months
B	Influencer marketing & Collaboration on FB & Insta		1		1		1		1		1		1	06 months
B1	Eco tourism promotion	2		2		2		2		2		2		06 months
B2	Heritage locations promotions	10	5	10	5	10	5							06 months
C	Stories about the location (Interactive stories, stories on activities in the district & Gadag travel related stories)	30	30	30	30	30	30	30	30	30	30	30	30	12 months
C1	Live session on Social Media Platforms (Insta, Fb & YT)	1			1			1			1			04 months

The Numbers mentioned in the table are meant to be the number of posts going online on the official Gadag page every month. Every month the content is split between photos & videos. In this case every day there will be an update on the Social media pages in a photo/video format to promote the tourism of Gadag district.

- The Influencer marketing will start off only during the 2nd month of the project as there are developments needed to be done in Gadag for travelers and tourists with regards to accommodations.
- Live streams/sessions on Facebook, YouTube & Instagram will be done every once in 3 months for a year. This will be decided based on the availability of the speaker. Live streaming can be collaborated with the Tourism Department of Karnataka for a better reach and better publicity.

7. Abstract of Estimated Cost

A. Estimated Cost for Development of Proposed Infrastructure

Sl. No.	Destination	Amount (INR Lakhs)
1.	Short Term Projects	
A.	Lakkundi	8216.2
B.	Dambal	685.00
C.	Gajendragad & Sudi	430.25
D.	Gadag City	3115.00
E.	Conservation works	222.00
	Sub Total (1)	12668.45
		(126.68 Crores)

2.	Medium Term Projects	
A.	Lakkundi	14453.80
B.	Gadag City	19885.00
	Sub Total (2)	34338.8
		(343.38 Crores)

3.	Long Term Projects	
A.	ASI Sites in Gadag District	5798.50
B.	Private Owned Sites	500.00
C.	Forest Land	1285.00
D.	Other Identified Tourist Destination	150.00
	Sub Total (3)	7733.5
		(77.33 Crores)

B. Estimated Cost for Promotion and Marketing of Gadag Destinations

A.	Creatives Promotion and Marketing Strategy per annum Rs. 14,42,50,000 x 5 years	7212.50
B.	Digital Promotion and Marketing Strategy per annum Rs. 96,00,000 x 5 years	480.00
	Sub Total (A+B)	7692.5
		76.92 Crores

Total Estimated Cost for the Gadag Tourism Destination Development Plan is INR. 624.31 Crores (Rupees Six Hundred and Twenty-Four Crores and Thirty-One Lakh).

8. Recommendations/ Next Steps...

A. Short Term Plans:

1. To make the Lakkundi Heritage Area Development Authority functional.
2. Publicity and Awareness Activities
 - i. Use of Digital media like Instagram, Twitter, Facebook, YouTube, Webpage, etc., to create awareness about the treasure of Gadag tourist attractions and promote tourism.
 - ii. Use of signage and information boards at each of the monuments and tourist spots.
 - iii. Hoardings and signages on the roads leading to Gadag from Hubli, Hospet, Bagalkot, etc.; to give information about the distance and direction to the monuments and tourist destinations.
 - iv. Design and printing of route maps with tourist destinations and different circuits, publicity brochures, pamphlets, tour guidebooks, coffee table books, post cards, tourist maps, etc.
 - v. Organizing FAM (Familiarisation) tours to Gadag for tour operators and travel agents from Bangalore, Goa and Maharashtra.
 - vi. Organizing road shows about Gadag in Goa, Maharashtra, Hampi and other chosen places.
 - vii. Campaigns across the state regarding 'Destination Gadag'.
 - viii. Organizing festivals like Kappatgudda, Music, Food, Lakkundi, Boating, etc.
 - ix. Organizing Heritage Walks, Runs, Marathons, etc.
 - x. Organizing educational tours to students of Gadag to visit tourist destinations of Gadag.
 - xi. Establishing a good library having all the literature about Gadag History, Culture, Monuments, etc.
 - xii. Creating awareness among college students of neighboring districts like Dharwad, Belgaum, Vijayapura, Bellary, etc.
 - xiii. Establishing tourist information kiosks in Railway stations and Bus stands.
3. Ecotourism and Wildlife Activities
 - a. Developing ecotourism facilities like nature camps, nature trails, trekking, hiking, Jungle Safari, etc., at Kappatgudda and Sasalwada for nature lovers.

- b. Developing Gadag Zoo and Tree Park for people to enjoy nature and appreciate wildlife.
 - c. Developing Magadi and Shettikere Lakes into World class birdwatching destinations with facilities like restaurant, interpretation center, nature guides, Spot scopes, Binoculars, Bird books, etc.
4. Adventure Tourism Activities
- a. Exploring Gajendragad Fort for rock climbing and para gliding activities.
 - b. Exploring Victoria Lake for water sports, sailing, etc.
 - c. Development of Boating and Toy Train facilities at Bheeshma Kere.
 - d. Identification of trekking routes and development of suitable maps.
5. Training Activities
- a. Organizing skill-based trainings for local youth in the area of trekking, adventure sports, nature walks, tourist guides, hospitality sector, driving, etc.
6. Publicizing Heroes of Gadag
- a. Short write ups on personalities of Gadag district, memorials and inscriptions of their famous works around the city at important location shall upkeep their reminiscence but also always inspire all,
 - i. Kumara vyasa
 - ii. Attimabbe
 - iii. Durgasimhasena
 - iv. Nayasena
 - v. Chamrasa
 - vi. Pandit Ganayogi Panchakshari Gawayi
 - vii. Shri. Huilgol Narayan Rao
 - viii. Sri Siddanagouda Sannaramana Gouda Patil
 - ix. Krishna gouda Hanumanthgouda Patil
 - x. Padma Bhushan Pandit Puttaraj Gawai
 - xi. Bharata Ratna Pandit Bhimsen Joshi
 - xii. Sunil Bandachar Joshi Bhimsen Joshi

7. Creation of Transport Facilities:

- a. Toy buses to visit Temples, Zoo, Tree Park, Basaveshwara Statue, Bheeshma Kere and monuments in Gadag.
- b. Buses to visit other tourist destinations in Gadag district.
- c. Lakkundi Heritage Tram network

B. Mid Term Plans:

1. Music

- a. Making use of the presence of Gawai music school, establishing a musical night for tourists at a designated place and time.
- b. Establishing a musical instruments Museum.
- c. Establishing Pandit Bhimsen Joshi International Centre for Music in Ron.

2. Arts, Crafts and Cuisine Pavilion

- a. Establishment of Arts & Crafts Pavilion like 'Dilli Haat' near Lakkundi having facilities for sale of local handicrafts, handloom sarees, sculpture, and with local cuisines.

3. Agri Tourism

- a. Development of Agri-tourism in association with the local farmers and Agriculture department.

4. Rural Tourism

- a. Development of Hulkoti as a Model Village and organizing visit of tourists.

5. Spiritual Tourism/River Darshan

- a. Creating facility for River Darshan of Tunga Bhadra like Haridwar and Rishikesh.

6. Wellness Tourism

- a. Establishment of wellness center in Gadag

7. Designing of Tourism Circuits and Packages

a. Circuits

- i. Students circuit
- ii. Fort Circuit
- iii. Adventure Circuit
- iv. Ecotourism Circuit
- v. Heritage Circuit

- vi. Temple Circuit
- vii. Monsoon Circuit
- viii. Migratory Birds Circuit

b. Tour Packages from Lakkundi

One day Tours:

- i. Magdikere bird sanctuary, Shettikere lake, Dambal (temple, lake and Jaspapada bhavi), Annigere temple, Bankapur temple.
- ii. Kukkunur temple, ittagi temple, Bankapur wolf sanctuary
- iii. Naregal, Rona, Gajendragadh (fort, temple, & museum), Badami temples and Chalukya trail

Two-day Tours:

- i. Ranibennur Blackbuck sanctuary, Hangal Kadamba temples, Tarkeshwar temple, Mundgod tibetian settlement
- ii. Anjanadri hills and temples, Krishnadevaraya tomb, Kanakagiri (fort & temple), Pama sarovar,
- iii. Hidkal dam, Anshi Dandeli National Reserve, white river rafting at Kali River, Halashi temple – Kadamba.

2. Interpretation Centre

- a. Exclusive gallery on 'Heroes of Gadag' in District Interpretation Centre.
- b. Exclusive gallery on Cooperative Movement in District Interpretation Centre.
- c. Exclusive gallery on Hindu Muslim brotherhood (Communal Harmony) in District Interpretation Centre.

3. Tourist Infrastructure

- a. Development of restaurants, toilet facilities, Safe drinking water facilities, roads at each of the tourist destination and taxi services, guide services depending on the requirement.
- b. Facilitating establishment of 3 Star hotel in Gadag and Lakkundi by KSTDC on PPP.
- c. Establishing Institute of hospitality & tourism management in Gadag.
- d. Encouraging private entrepreneurs to establish good premium hotels in Gadag.

4. Birth Places of Significant Personalities

- a. Identification of temples, mutts, lakes, monuments, birth places of significant personalities. Putting signage and improvement of the conditions around the places. Creation of need-based tourist facilities.

5. Research Studies on Gadag

- a. Encouraging students of History, Art, Culture, Architecture, Design, Archeology, to visit Gadag and study.

6. Windmill Interpretation Centre

- a. Establishment of Windmill interpretation center between Gadag and Lakkundi in association with the Windmill company on PPP model by the side of the National Highway.

C. Long Term Plans:

1. Archeology and Museums

- a. Excavation of the temples and monuments at Lakkundi and other places of historical significance.
- b. Restoration of dilapidated temples and monuments includes Sun Temple at Naregal.
- c. Conservation of existing temples and monuments.
- d. Protection of state monuments and creation of gardens.
- e. Providing public amenities such as toilets, parking and good roads and drainage.
- f. Involving local bodies and panchayats to keep the tourist areas neat and clean.
- g. Establishing a state-of-the-art Museum in Gadag.

The required funds for Planning & Development of the above recommendations shall be met through the following sources:

- i. Central Financial Assistance to State Government (schemes under Ministry of Tourism, Ministry of Culture, MoRTH, etc.)
- ii. State Budget
- iii. Public Private Partnership (PPP)
- iv. Private Sector
- v. Corporate Social Responsibility (CSR) Funding/ Adopt a Heritage Monument and
- vi. Multilateral Funding (World Bank, etc.)

9. Annexures

A. Gadag Tourism Development Committee



ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ನಡವಳಿಗಳು

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ವಿಷಯ: ಗದಗ ಜಿಲ್ಲೆಯಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಸಮಗ್ರ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾದ ವಾತಾವರಣ ನಿರ್ಮಿಸಲು ಮತ್ತು ಸಮಗ್ರವಾದ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸಲು ಮಾರ್ಗೋಪಾಯಗಳನ್ನು ಮತ್ತು ರೂಪರೇಖೆಗಳನ್ನು ರೂಪಿಸಲು ನೆರವಾಗಲು ಅಧ್ಯಯನ ಮಾಡಿ ವರದಿ ನೀಡಲು ಸಮಿತಿಗೆ ಅಭ್ಯರ್ಥನೆಯಾಗಿ ಸದಸ್ಯರುಗಳನ್ನು ಸೇರ್ಪಡೆ ಮಾಡುವ ಬಗ್ಗೆ.

- ಓದಲಾಗಿದೆ: 1. ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿ.ಒ.ಆರ್ 76 ಟಿ.ಡಿ.ವಿ 2023, ದಿನಾಂಕ:09.06.2023.
2. ಪ್ರವಾಸೋದ್ಯಮ ನಿರ್ದೇಶಕರು, ಅರಣ್ಯ, ವಸತಿ ಮತ್ತು ವಿಕಾರಧಾಮಗಳ ಸಂಸ್ಥೆ(ನಿ.)ರವರ ಮತ್ತು ಸಂಖ್ಯೆ:ಅವಿ/ಸಂ/ನಿಶಾ-920(ವಿ)/2022-23/567, ದಿನಾಂಕ: 01-07-2023

ವ್ಯವಹಾರ: ಮೇಲೆ ಉಕ್ತ ಸಂಖ್ಯೆ (1)ರಲ್ಲಿ ಓದಲಾದ ಆದೇಶದಲ್ಲಿ ಗದಗ ಜಿಲ್ಲೆಯಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಸಮಗ್ರ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾದ ವಾತಾವರಣ ನಿರ್ಮಿಸಲು ಮತ್ತು ಸಮಗ್ರವಾದ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸಲು ಮಾರ್ಗೋಪಾಯಗಳನ್ನು ಮತ್ತು ರೂಪರೇಖೆಗಳನ್ನು ರೂಪಿಸಲು ನೆರವಾಗಲು ಅಧ್ಯಯನ ಮಾಡಿ ವರದಿ ನೀಡಲು ಈ ವಿಷಯದಂತೆ ಅಭ್ಯರ್ಥನೆ/ಅಭ್ಯರ್ಥನೆಗಳ ಸದಸ್ಯರುಗಳನ್ನೊಳಗೊಂಡ ಸಮಿತಿಯನ್ನು ರಚಿಸಿ ಆದೇಶಿಸಲಾಗಿದೆ.

ಕ್ರ. ಸಂ.	ಅಧಿಕಾರಿ/ಅಧಿಕಾರೇತರರ ಹೆಸರು ಮತ್ತು ಹುದ್ದೆ	ಹುದ್ದೆ ಮತ್ತು ಪದನಾಮ
1	ಶ್ರೀ ಮನೋಜ್ ಕುಮಾರ್, ಭಾ.ಅ.ಸಿ ಪ್ರವಾಸೋದ್ಯಮ ನಿರ್ದೇಶಕರು, ಅರಣ್ಯ, ವಸತಿ ಮತ್ತು ವಿಕಾರಧಾಮಗಳ ಸಂಸ್ಥೆ.	ಅಧ್ಯಕ್ಷರು
2	ಶ್ರೀ ಜಗದೀಶ್ ಬಿ. ಭಾ.ಅ.ಸಿ, ಪ್ರವಾಸೋದ್ಯಮ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ, ನಿಗಮ ನಿರ್ಮಾಪಕ.	ಸದಸ್ಯ ಕಾರ್ಯದರ್ಶಿ
3	ಶ್ರೀ ಮಂಜುನಾಥ್ ಚನ್ನಾಚಾರ್, ಭಾ.ಅ.ಸಿ, ಮತ್ತು ಅರಣ್ಯ ಸಂರಕ್ಷಣಾಧಿಕಾರಿ, ಜಿಲ್ಲೆಗಾವಿ ವ್ಯಕ್ತಿ, ಜಿಲ್ಲೆಗಾವಿ.	ಸದಸ್ಯರು
4	ಶ್ರೀ ಸಿ.ಬಿ. ಬೆಟುಕೂರು ಮಠ, ಕಾರ್ಯ ನಿರ್ವಹಣಾ ಕಾರ್ಯದರ್ಶಿ, ಜಿ.ಎಸ್.ಎಸ್. ಮೆಮೋರಿಯಲ್ ಹಾಗೂ ನಿವೃತ್ತ ಕಾರ್ಯಕರ್ತೆ, ಪ್ರಾಚಾರ್ಯ ಸಂಗ್ರಹಾಲಯಗಳು ಮತ್ತು ಹರಂಪರ ಇಲಾಖೆ.	ಸದಸ್ಯರು
5	ಶ್ರೀ ಜಿ.ಕೆ. ಜಮಾಡಾರ, ನಿರ್ದೇಶಕರು, ಸಹಕಾರ ರೇಡಿಯೋ, ಗದಗ.	ಸದಸ್ಯರು
6	ಶ್ರೀ ಅರ್.ಆರ್. ಓದುಗೌಡರ್, ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಚಲನಚಿತ್ರ ಪ್ರದರ್ಶನ ಕಲಾಕಾರರ ಸಂಘ, ಗದಗ.	ಸದಸ್ಯರು
7	ಶ್ರೀ ವಿವೇಕಾನಂದಗೌಡ, ಅಧ್ಯಕ್ಷರು, ಸಾಹಿತ್ಯ ಪರಿಷತ್, ಗದಗ.	ಸದಸ್ಯರು
8	ಶ್ರೀಮತಿ ಗೀತಾಂಜಲಿ ರಾವ್, ಭಾರವಾಡ.	ಸದಸ್ಯರು
9	ಶ್ರೀ ಅಬ್ದುಲ್ ರಜಾಕ್ ದಸ್ತಗಿರಿಸಾಬ್ ಕಟ್ಟಿಮನಿ, ಗದಗ.	ಸದಸ್ಯರು
10	ಶ್ರೀ ಪುಂಡಲೀಕ್ ಕಲಸಳ್ಳಿ, ಬಾಗಲಕೋಟೆ.	ಸದಸ್ಯರು
11	ಶ್ರೀ ಕಿಶೋರಬಾಬು ನಾಗರಕಟ್ಟೆ, ಗದಗ.	ಸದಸ್ಯರು
12	ಶ್ರೀ ಎನ್.ಎನ್. ಹುಡೇದ, ಕನ್ನಡ ಅಧ್ಯಾಪಕರು, ನರೇಗಾ, ರೂರಾ ತಾಲ್ಲೂಕು.	ಸದಸ್ಯರು

(Handwritten signatures and notes)

BA

13	ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ	ಸದಸ್ಯರು
14	ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ, ಗದಗ	ಪದನಿಮಿತ್ತ ಅಹ್ಲಾನಿತರು
15	ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಗದಗ	ಪದನಿಮಿತ್ತ ಅಹ್ಲಾನಿತರು
16	ಶ್ರೀ ನಾಗರಾಜು ಡಿ. ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ.	ಸದಸ್ಯರು

ಮೇಲೆ ಕೆಳಗೆ ಸಂಖ್ಯೆ (2)ರ ಓದಲಾದ ಪತ್ರದಲ್ಲಿ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಅರಣ್ಯ, ವಸತಿ ಮತ್ತು ವಿವಿಧಾಂಗಗಳ ಸಂಸ್ಥೆ(ನಿ.)ರವರು ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿ.ಆರ್ 76 ಟಿಡಿಇ 2023, ದಿನಾಂಕ:09-06-2023ರಲ್ಲಿ ಗದಗ ಜಿಲ್ಲೆಯಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಸಮಗ್ರ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾದ ವಾತಾವರಣ ನಿರ್ಮಿಸಲು ಮತ್ತು ಸಮಗ್ರವಾದ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸಲು ಮಾರ್ಗೋಪಾಯಗಳನ್ನು ಮತ್ತು ಯೋಜನೆಗಳನ್ನು ರೂಪಿಸಲು ನೆರವಾಗಲು ಅಧ್ಯಯನ ಮಾಡಿ ವರದಿ ನೀಡಲು ಅಧಿಕಾರಿ / ಅಧಿಕಾರೇತರ ಸದಸ್ಯರುಗಳನ್ನೊಳಗೊಂಡ ಸಮಿತಿಯನ್ನು ರಚಿಸಲಾಗಿದೆ. ದಿನಾಂಕ:19-06-2023ರಂದು ಗದಗದಲ್ಲಿ ಮಾನ್ಯ ಕಾನೂನು, ಸಂಸದೀಯ ವ್ಯವಹಾರಗಳು ಮತ್ತು ಶಾಸನ ರಚನೆ ಹಾಗೂ ಪ್ರವಾಸೋದ್ಯಮ ಸಚಿವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ಸಮಿತಿಯ ಸಭೆ ನಡೆದಿರುತ್ತದೆ. ಸವರಿ ಸಭೆಯಲ್ಲಿ ಕೆಳಕಂಡ ಅಧಿಕಾರಿ/ಅಧಿಕಾರೇತರ ಸದಸ್ಯರುಗಳನ್ನಾಗಿ ಸಮಿತಿಗೆ ಸೇರ್ಪಡೆ ಮಾಡುವುದೆಂದು ತೀರ್ಮಾನಿಸಲಾಗಿದೆ. ಆದ್ದರಿಂದ, ಸವರಿ ಅಧಿಕಾರಿ / ಅಧಿಕಾರೇತರ ಸದಸ್ಯರುಗಳನ್ನು ಸಮಿತಿಗೆ ಸೇರ್ಪಡೆ ಮಾಡುವಂತೆ ಕೋರಿರುತ್ತಾರೆ.

ಕ್ರ.ಸಂ.	ಅಧಿಕಾರಿ/ಅಧಿಕಾರೇತರರ ಹೆಸರು ಮತ್ತು ಹುದ್ದೆ	ಪದನಾಮ
1	ಆಯುಕ್ತರು, ಪುರಾತತ್ವ ಸಂಗ್ರಹಾಲಯ ಮತ್ತು ಪರಂಪರೆ ಇಲಾಖೆ	ಸದಸ್ಯರು
2	ಆಯುಕ್ತರು, ನಗರಸಭೆ, ಗದಗ	ಸದಸ್ಯರು
3	ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ವಾರ್ತಾ ಮತ್ತು ಪ್ರಚಾರ ಇಲಾಖೆ	ಸದಸ್ಯರು
4	ಶ್ರೀ ಪ್ರಶಾಂತ್ ಶ್ರೀನಿವಾಸ್, ಫೌಂಡಿಂಗ್ ಡೈರೆಕ್ಟರ್, ಕ್ಯಾಟಲೆಟಿಕ್ ಥಿಂಕ್ ಟ್ಯಾಂಕ್ ಪ್ರೋರೆಂ, ನಂ. 92, 'ಡಿ' ಕೋಸ್ಟ್ ಕ್ಯಾಸ್, ಕೂಕೆ ಟೌನ್, ಬೆಂಗಳೂರು-560084.	ಸದಸ್ಯರು
5	ಶ್ರೀ ಪರಿಕ್ಷಿತ್ ದೇವಾಲ, ಫೌಂಡಿಂಗ್ ಡೈರೆಕ್ಟರ್, ಕ್ಯಾಟಲೆಟಿಕ್ ಥಿಂಕ್ ಟ್ಯಾಂಕ್ ಪ್ರೋರೆಂ, ನಂ. 92, 'ಡಿ' ಕೋಸ್ಟ್ ಕ್ಯಾಸ್, ಕೂಕೆ ಟೌನ್, ಬೆಂಗಳೂರು-560084.	ಸದಸ್ಯರು

ಅದರಂತೆ, ಈ ಕೆಳಕಂಡ ಆದೇಶ.

ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿ.ಆರ್ 76 ಟಿಡಿವಿ 2023.
ಬೆಂಗಳೂರು, ದಿನಾಂಕ:15.07.2023.

ಪ್ರಸ್ತಾವನೆಯಲ್ಲಿ ವಿವರಿಸಿರುವ ಅಂಶಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಟಿ.ಆರ್ 76 ಟಿಡಿವಿ 2023, ದಿನಾಂಕ:09.06.2023ರಲ್ಲಿ ಗದಗ ಜಿಲ್ಲೆಯಲ್ಲಿ ಪ್ರವಾಸೋದ್ಯಮದ ಸಮಗ್ರ ಅಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾದ ವಾತಾವರಣ ನಿರ್ಮಿಸಲು ಮತ್ತು ಸಮಗ್ರವಾದ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸಲು ಮಾರ್ಗೋಪಾಯಗಳನ್ನು ಮತ್ತು ಯೋಜನೆಗಳನ್ನು ರೂಪಿಸಲು ನೆರವಾಗಲು ಅಧ್ಯಯನ ಮಾಡಿ ವರದಿ ನೀಡಲು ರಚಿಸಲಾಗಿರುವ ಅಧಿಕಾರಿ/ಅಧಿಕಾರೇತರರ ಸಮಿತಿಗೆ ಈ ಕೆಳಕಂಡ ಅಧಿಕಾರಿ / ಅಧಿಕಾರೇತರ ಸದಸ್ಯರುಗಳನ್ನು ಸೇರ್ಪಡೆ ಮಾಡಿ ಆದೇಶಿಸಿದೆ.

ಕ್ರ.ಸಂ.	ಅಧಿಕಾರಿ/ಅಧಿಕಾರೇತರರ ಹೆಸರು ಮತ್ತು ಹುದ್ದೆ	ಪದನಾಮ
1	ಆಯುಕ್ತರು, ಪುರಾತತ್ವ ಸಂಗ್ರಹಾಲಯ ಮತ್ತು ಪರಂಪರೆ ಇಲಾಖೆ.	ಸದಸ್ಯರು
2	ಆಯುಕ್ತರು, ನಗರಸಭೆ, ಗದಗ.	ಸದಸ್ಯರು
3	ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ವಾರ್ತಾ ಮತ್ತು ಪ್ರಚಾರ ಇಲಾಖೆ.	ಸದಸ್ಯರು
4	ಶ್ರೀ ಪ್ರಶಾಂತ್ ಶ್ರೀನಿವಾಸ್, ಫೌಂಡಿಂಗ್ ಡೈರೆಕ್ಟರ್, ಕ್ಯಾಟಲೆಟಿಕ್ ಥಿಂಕ್ ಟ್ಯಾಂಕ್ ಪ್ರೋರೆಂ, ನಂ. 92, 'ಡಿ' ಕೋಸ್ಟ್ ಕ್ಯಾಸ್, ಕೂಕೆ ಟೌನ್, ಬೆಂಗಳೂರು-560084.	ಸದಸ್ಯರು

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5	ಶ್ರೀ ಪರೀಕ್ಷಿತ ದಳಾಲ, ಫೌಂಡಿಂಗ್ ಡೈರೆಕ್ಟರ್, ಕ್ಯಾಟಲೈಟಿಕ್ ಥಿಂಕ್ ಟ್ಯಾಂಕ್ ಫೌಂಡೇಷನ್, ನಂ. 92, 'ಡಿ' ಕೋಸ್ಟ್ ಕ್ಯಾಸ್, ಕೊಕೆ ಟೌನ್, ಬೆಂಗಳೂರು-560084.	ಸದಸ್ಯರು
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ಕರ್ನಾಟಕ ರಾಜ್ಯಪಾಲರ ಆದೇಶಾನುಸಾರ
ಮತ್ತು ಅವರ ಹೆಸರಿನಲ್ಲಿ,

B. V. Lehel: 15/07/2023
(ವಿಮಲಾಕ್ಷಿ ಬಿ.)

ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿ,
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15/7/23

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1. ನಿರ್ದೇಶಕರು, ಪ್ರವಾಸೋದ್ಯಮ ಇಲಾಖೆ, ಎಂಬಿಸಿ, ಐಕಾನ್ ಕಟ್ಟಡ, ಇನ್‌ಫಂಟ್ರಿ ರಸ್ತೆ, ಬೆಂಗಳೂರು.
2. ಜಿಲ್ಲಾಧಿಕಾರಿಗಳು ಹಾಗೂ ಅಧ್ಯಕ್ಷರು, ಜಿಲ್ಲಾ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ಸಮಿತಿ, ಗದಗ ಜಿಲ್ಲೆ, ಗದಗ.
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4. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪ್ರವಾಸೋದ್ಯಮ ಅಭಿವೃದ್ಧಿ ನಿಗಮ ನಿಯಮಿತ. ಯಶವಂತಪುರ, ಬೆಂಗಳೂರು.
5. ಸಮಿತಿಯ ಎಲ್ಲಾ ಅಧಿಕಾರಿ / ಅಧಿಕಾರೀತರರಿಗೆ (ಪ್ರವಾಸೋದ್ಯಮ ನಿರ್ದೇಶಕರ ಮೂಲಕ).
6. ಮಾನ್ಯ ಕಾನೂನು, ಸಂಸದೀಯ ವ್ಯವಹಾರಗಳು ಮತ್ತು ಶಾಸನ ರಚನೆ ಹಾಗೂ ಪ್ರವಾಸೋದ್ಯಮ ಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ.
7. ಶಾಖಾ ರಕ್ಷಾ ಕಡತ / ಹೆಚ್ಚುವರಿ ಪ್ರತಿಗಳು.

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