

"ഭരണഭാഷ- മാതൃഭാഷ"



കേരള സർക്കാർ

സംഗ്രഹം

വിനോദസഞ്ചാര വകുപ്പ് - വർക്കിംഗ് ഗ്രൂപ്പ് 2025-26- " Maintenance of Muziris Projects Ltd and Alappuzha Heritage Projects -2025-26 " എന്ന പദ്ധതിയ്ക്ക് ഭരണാനുമതി നൽകി ഉത്തരവ് പുറപ്പെടുവിക്കുന്നു.

വിനോദസഞ്ചാര (സി) വകുപ്പ്

സ.ഉ.(സാധാ) നം.278/2025/TSM തീയതി,തിരുവനന്തപുരം, 19-05-2025

- പരാമർശം:-
1. സ.ഉ (കൈ) നം.03/2019/ടൂറിസം, തീയതി 30-05-2019.
 2. വിനോദസഞ്ചാര വകുപ്പ് ഡയറക്ടറുടെ 07-04-2025 തീയതിയിലെ DOT/1027/2025-P2 നമ്പർ കത്ത്.
 3. 22.04.2025 തീയതിയിലെ വിനോദസഞ്ചാര വകുപ്പ് വർക്കിംഗ് ഗ്രൂപ്പ് യോഗ നടപടിക്കുറിപ്പുകൾ.

ഉത്തരവ്

മുസിരിസ് ഹെറിറ്റേജ് പൈതൃക പദ്ധതിയിലെ ചരിത്ര-സാംസ്കാരിക പൈതൃകങ്ങളെ സംരക്ഷിക്കുന്നതിനായി 2025-26 സാമ്പത്തിക വർഷത്തിലേക്ക്, ' Maintenance of Muziris Projects Ltd and Alappuzha Heritage Projects -2025-26 ' എന്ന പദ്ധതിയ്ക്ക് ₹14,00,00,000/- (പതിനാല് കോടി രൂപ മാത്രം) രൂപയുടെ ഭരണാനുമതി നൽകണമെന്ന് അഭ്യർത്ഥിച്ച്, പദ്ധതി പ്രൊപ്പോസൽ പരാമർശം (2) പ്രകാരം വിനോദസഞ്ചാര വകുപ്പ് ഡയറക്ടർ വകുപ്പുതല വർക്കിംഗ് ഗ്രൂപ്പ് യോഗം മുന്പാകെ സമർപ്പിക്കുകയുണ്ടായി.

2. പദ്ധതിയുടെ ഘടകങ്ങൾ ചുവടെ ചേർക്കുന്നു:-

SL.No.	Component Name	Amount in Lakhs	Plan of Action/Description
1	Maintenance of Muziris Projects Ltd. and Alappuzha Heritage Project	393	Salary of employees, Electricity, water, telephone & internet charges, maintenance charges of boats, maintenance of Alappuzha - museum and ship exhibit, office stationery, operational expenses, statutory taxes to LSGD etc.

2	Spice Route Heritage Project -Extension of Muziris Heritage Zone to Kollam in south and Beypore in north)	135	<p>To make a Masterplan for the project by including the concepts of Living Museum, types of tourism, heritage conservation, unique infrastructure facilities etc.</p> <p>To create global attention, it is essential to conduct Spice Route Muziris Heritage Symposium by inviting the countries those who participated in the historical trade. Invitation should be given to the people from UNESCO, Foreign Diplomats, International & National Tour Operators, Academicians, Media etc.</p> <p>Muziris, a major port city on the spice trade route, is a suitable heritage zone for inclusion in the UNESCO's Protected Cultural Landscape or the Heritage Trade Hub. Educational activities (Exploration, Excavations, Documentation etc.) related to this will be carried out in collaboration with universities and colleges in the initial phase.</p>
3	Marketing and Brand Promotion of Muziris Heritage	100	<p>To conduct various Marketing activities and promotional campaigns of the Muziris Projects limited to increase the brand presence in the global tourism market.</p> <p>Additionally, an enhancement is required for the currently provided services by Muziris Projects to the next higher level</p>

connected with different types of tourism and heritage experiences through digital platform implementation.

- **Muziris Experiences Application:**

Development of a user- friendly digital application called Muziris Experiences is needed for the smooth and easy navigation through Muziris Heritage Sites and attractions with bookable service inclusions.

- **Brand Promotion Events:**

Museum Activities: The Muziris plans to conduct monthly programs with various themes titled Muziris Stories at various museums. In addition, Muziris also plans to execute other programs in collaboration with universities, colleges, art organizations, NGO's etc. Muziris had designed an annual events calendar for this year.

Muziris Public Programs: The Muziris Heritage Project currently has number of public spaces for the public to gather. The flow of people to these areas is increasing day by day. To convert this crowd as an revenue generation means the project has decided to organize events in such areas once in two-three months.

Muziris Mega Event: Under the Muziris Heritage Project, large areas like Munakkal Beach, Cheramanparambu, and MIRCC are

available. It has been decided to organize programs at such places, including various cultural and commercial programs, lasting at least ten days once a year.

- **Digital Content production and engaging of social media influencers:** Currently, the Muziris Heritage Project has completed the conservation of several heritage sites, monuments, and other tourist destinations. It is essential to take diverse photos and videos of these areas for both project and marketing purposes. These photos and videos can be used for social media marketing. Also as part of digital promotion and to increase the organic reach in the social media Muziris need to engage various social media influencers also.
- **Advertisements:** It has been decided to use various media to promote the heritage tourism implemented under the Muziris Heritage Project. The environment is being created to bring Muziris heritage tourism to the people through billboards, radio and TV advertisements inside and outside Kerala.
- **Souvenirs / Complementary materials:** It is essential to create souvenirs that will help tourists visiting Muziris remember their trip. This also serves as a source of income for the project. Muziris, with its diverse cultural heritage, has many objects that can be seen in

museums. Replicas of these objects can be made. In addition, other relevant and interesting items should be created to promote the heritage of Muziris.

- **On boarding and training of Service providers for Muziris Regional Tourism Promotion:** It has been decided to provide necessary training to the people those who associated with tourism industry in the Muziris heritage zone, for providing heartwarming tourism experience to the tourists visiting Muziris. Such training is provided to make better and more attractive visiting method entitled **"Thousand Experiences in Muziris"** presented by the project.

- **Printing of Promotional materials:**

Brochures: Muziris Heritage Boat Tour, Thousands of Experiences in Muziris, Intangible Heritage Trial, : Muziris Cluster (7 Clusters) focused brochures.

Tariff Cards: Boat Tour, Museum Entry, Rental Spaces of Public Spaces, Monuments, and Museums, Conference halls for academic purpose.

- **Participation of Muziris at national and international events :** As part of the promotion of Muziris in collaboration Kerala tourism Muziris heritage stalls with branding and exhibits to displayed in the various summits and participate

			conferences in international and national level
4	Setting up Refurbishments Research and design work of Museums providing infrastructure in Muziris and Alappuzha Heritage Projects	590	<p>1. Construction of Cheraman Islamic Museum: Research Works are completed Need to start the design works Few alternations on the old structure are needed</p> <p>2. Kottappuram Fort Archeology Museum at Cheraman Activity Centre: Research Works are completed Artefacts for the display are selected Need to start the design works Few alternations on the old structure are needed</p> <p>3. Kottappuram Fort Site Museum: Research Works are completed Need to start the design works</p> <p>4. Setting up of Museums in Alappuzha Heritage Projects : Research, design and implementation of Yarn Museum, Gandhi Museum, Labour Movement Museum, Port Museum, Coir History Museum, providing Gallery, ticket counter, toilet block for INFAC T 81 ship at Alappuzha.</p> <p>Infra Structure Developments The construction and restoration : work of the heritage buildings in the Muziris Heritage area have been completed. There is a need to convert the completed buildings into visitor-friendly structures.</p> <p>5. Providing CCTV developments at various destinations : The number of tourists visiting the Muziris</p>

heritage sites are currently increasing. Most of the sites in the project zone are museums and Archaeological monuments protected by the Department of Archaeology. With the increasing number of tourists, the safety of not only these sites and museums but also of tourists is of great importance. To ensure this safety, CCTV needs to be installed in some of the heritage sites in the project.

Synagogues at Paravur, Mala, Kottappuram Fort, Visitors Center, Abdul Rahman sahib Museum & Sahodaran Ayyappan museum, Canal office and Banglakadavu.

6. **Toilet Facility:** Canal Office, Paravur Waterfront : Canal Office was constructed by Dutch East Indian . Company somewhere in 18 cent CE. Muziris conserved the structure , and convert into an Art Exhibition and Community Center. 10 days International Exhibition is conducted already. Thousands of visitors came from different places. Toilet facility was a major issue met during the exhibition days.
7. **Compound Wall:** Canal Office , Mala synagogue
8. **Hand Rail:** Boat Jetties at Paravur, Paliam Palace, Kottappuram Waterfront, Kottappuram Fort.
9. **Repair and Painting of boat and Boat Jetties:** Paravur, Kottappuram

Fort, Kottappuram Waterfront, Kottayilkovilakam

10. **Conservation :** Two Jewish houses ' Kesavadev bhavanam
11. **Painting:** MIRCC, Visitors Center Water Tank, Firefighting system at Paliam, Additional duct AC & generator for MIRCC etc.
12. **Mala heritage circuit- Phase 1**

Development of Malakkadavu & Jewish Cemetery : Mala is an important heritage site located to the east of the Muziris Heritage Project area. The Muziris Heritage Project currently conserve and maintains the Jewish synagogue and Jewish cemetery here. An older time, the Mala jetty near the synagogue was a very famous as a market center. Jews, Muslims, and Christians were the main traders here. If a boat jetty under the Muziris Heritage Project is built here, it will be possible to bring tourists by boat to see the heritage of Mala.

Master Plan of Mala Kadavu: It includes, the construction of Boat jetty walkway about 200mtrs. along the coast of Mala canal, cafeteria, children' park, attractive entrance from the main road to Malakadavu area. The plan also included an Amphitheatre at the South western side of Malakadavu site, Thomas Master Memorial Political history museum, Open space for social gathering, Necessary illumination and repairing of existing roads.

				<p>13. Activation and amenity development at Kavilkadavu Boat jetty: This Boat jetty is considered as the face of the entire Muziris Heritage Projects. In order to start boating activities from here few alternations are required in and around the boat jetty, which leads to the main river.</p> <p>14. Landscaping of various monument : Paravur synagogue , Paravoor Jewish street and water front and Kottappuram water front, Mala synagogue and other existing museums</p> <p>15. Signages at Muziris Heritage Projects: Signages are essential in the Muziris Heritage Project area to direct and attract visitors. Information boards are also required in all destinations. Along with this an information panels are also to be fixed.</p> <p>16. Waiting shed at Ottupura, Kodungallur temple : The absence of a waiting shed near Ottupura has been causing inconvenience to people, especially those waiting for Annadanam._ The original shelter was during the conservation of Ottupura building</p> <p>17. Construction of walkway at Pallippuram fort boat jetty Visitors are currently unable to access Pallippuram Fort as the walkway near the boat jetty remains incomplete. The lack of a proper pathway is causing inconvenience to</p>
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			<p>package cruise tours</p> <p>18. Refurbishment of Existing Museum in Muziris Heritage Projects : A change in display methods is essential to transform all existing museums (Paravur Chenda Mangalam synagogue, Paliam kovilakam, three personalia museums) into interactive-level galleries. It is also necessary to expand the display of the artifacts under the project to meet museum standards. In the first phase, a method should be found to display the exhibits currently available in a general museum display format. At the same time, work should be done to prepare a display plan for rearranging the display methods of all the museums under the Muziris Heritage Project.</p>
5	Maintenance of Boats	130	<p>A total of 14 boats are available, including seven 24-seater boats, six water taxis, and one rescue boat.</p> <p>Current working condition:</p> <ul style="list-style-type: none"> Two 24-seater boats and one rescue boat are operational. <p>Procurement details:</p> <ul style="list-style-type: none"> 11 boats were purchased in 2015. The rescue boat was purchased in 2021. Two 24-seater boats were purchased in 2022.

			Most of the boats, purchased approximately 10 years ago, are in a deteriorated condition and require urgent repairs. To restore them to operational status, essential works such as engine replacement, major repairs, docking, survey, and renewal of insurance need to be carried out for nine boats.
6	Research Publications- Muziris Heritage projects	32	Research is the backbone of the Muziris Heritage Project. Typically, knowledge about the history of Muziris reaches visitors through books and articles. In this regard, the Muziris Heritage Project has published books on Cheraman Juma Masjid , Abdul Rahman Sahib, and general articles on traditional knowledge Systems in Muziris, as well as books that tell the stories of Muziris in pictorial form , and other guidebooks.
7	Procurement of kayaks and canoes	20	As part of the development of the Canal House at Thiruvanchikkulam, Paravur Waterfront, and Banglamkadavu, the procurement of kayaks, canoes, and life jackets is essential.
Total		1400	Fourteen Crores only

(3). 22-04-2025-ൽ ചേർന്ന വർക്കിംഗ് ഗ്രൂപ്പ് യോഗം ഇക്കാര്യം പരിഗണിക്കുകയും പദ്ധതി പ്രൊപ്പോസൽ ചില നിബന്ധനകൾക്ക് വിധേയമായി അംഗീകരിക്കുകയും ചെയ്തു.

(4). സർക്കാർ ഇക്കാര്യം വിശദമായി പരിശോധിച്ചു. **'Maintenance of Muziris Projects Ltd and Alappuzha Heritage Projects -2025-26'** എന്ന പദ്ധതിയ്ക്ക് ചുവടെ ചേർക്കുന്ന നിബന്ധനകൾക്ക് വിധേയമായി നടപ്പ് സാമ്പത്തിക വർഷം **5452-01-800-84-Muziris Heritage and Spice Route Project (Plan)** എന്ന

ശീർഷകത്തിൽ നിന്നും ₹14,00,00,000/- (പതിനാല് കോടി രൂപ മാത്രം) രൂപ ചെലവഴിക്കുന്നതിന് വിനോദസഞ്ചാര വകുപ്പ് ഡയറക്ടർക്ക് അനുമതി നൽകി ഉത്തരവാകുന്നു.

- 1. AMC of the work shall be executed through the designated agency in PMC mode, the tender procedures shall be Strictly followed.**
- 2. Own fund potential to be explored for meeting future recurring expenditure.**

(5.) പ്രസ്തുത പദ്ധതി വിനോദസഞ്ചാര വകുപ്പ് ഡയറക്ടർ മുഖേന സമയബന്ധിതമായി പൂർത്തിയാക്കേണ്ടതും, പദ്ധതിയുടെ നടത്തിപ്പിനായി ബന്ധപ്പെട്ട സർക്കാർ ഉത്തരവുകളിലെ എല്ലാ നിബന്ധനകളും നിർബന്ധമായും പാലിയേണ്ടതും, പദ്ധതിച്ചെലവ് നടപ്പ് സാമ്പത്തിക വർഷത്തെ ബഡ്ജറ്റ് വിഹിതത്തിൽ പരിമിതപ്പെടുത്തേണ്ടതും, പദ്ധതി നടപ്പിലാക്കിയതിന് ശേഷമുള്ള രേഖകൾ കൃത്യമായി സൂക്ഷിക്കേണ്ടതുമാണ്.

ഗവർണ്ണറുടെ ഉത്തരവിൻ പ്രകാരം)
ഡി.ജഗദീഷ്
അഡീഷണൽ സെക്രട്ടറി

ഡയറക്ടർ, വിനോദസഞ്ചാര വകുപ്പ്, പാർക്ക് വ്യൂ തിരുവനന്തപുരം.
മാനേജിംഗ് ഡയറക്ടർ, മുസിരിസ് ഹെറിറ്റേജ് പ്രോജക്ട്സ് ലിമിറ്റഡ്, പൂലുട്ട് പി.ഒ.,
കൊടുങ്ങല്ലൂർ, തൃശ്ശൂർ -680663.
ചീഫ്, പ്ലാൻ കോ-ഓർഡിനേഷൻ വിഭാഗം, സംസ്ഥാന പ്ലാനിംഗ് ബോർഡ്, പട്ടം,
തിരുവനന്തപുരം.
പ്രിൻസിപ്പൽ അക്കൗണ്ടന്റ് ജനറൽ (എ&ഇ), കേരള, തിരുവനന്തപുരം.
അക്കൗണ്ടന്റ് ജനറൽ (ആഡിറ്റ് I/II), കേരള, തിരുവനന്തപുരം.
സബ് ട്രഷറി ഓഫീസർ, വെള്ളയമ്പലം, തിരുവനന്തപുരം
ധനകാര്യ (എക് സ്പെൻഡിച്ചർ വകുപ്പ്
പി.ഐ.ഇ.&എം. വകുപ്പ്
വിനോദസഞ്ചാര (എ) വകുപ്പ്
വിവര പൊതുജന സമ്പർക്ക (വെബ് ആന്റ് ന്യൂ മീഡിയ) വകുപ്പ്
കരുതൽ ഫയൽ / ഓഫീസ് കോപ്പി (ടൂർ-സി2/ 115/2025-ടൂർ)

ഉത്തരവിൻ പ്രകാരം

സെക്ഷൻ ഓഫീസർ

പകർപ്പ് :

1. വിനോദസഞ്ചാര വകുപ്പ് മന്ത്രിയുടെ പ്രൈവറ്റ് സെക്രട്ടറി
2. വിനോദസഞ്ചാര വകുപ്പ് സെക്രട്ടറിയുടെ പി.എ.
3. വിനോദസഞ്ചാര വകുപ്പ് അഡീഷണൽ സെക്രട്ടറിയുടെ സി.എ.