



How has your journey been at West Coast Adventures so far?

West Coast Adventures commenced operations in 2013 at a little-known coastal town in Karnataka called Murdeshwar. The coastline at Murdeshwar gives access to some of the best waters suitable for scuba diving in India, at an island called Netrani. After a successful opening, we began operations in Goa, and this year we opened our first in-land dive centre in Mumbai.

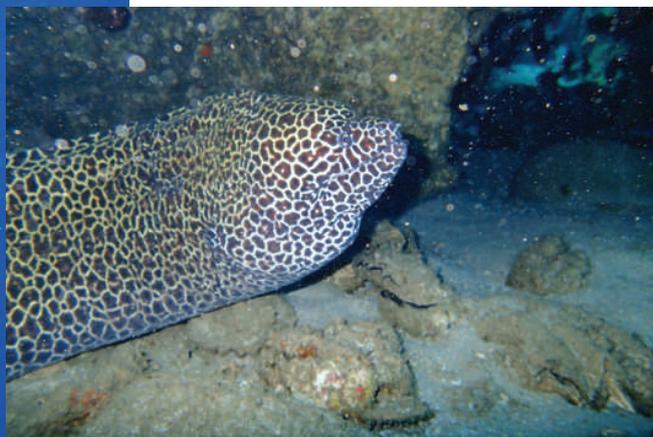
What are the SCUBA diving services that you set out to provide at large?

We provide SCUBA diving services which range from introductory dives for someone who has never experienced SCUBA before, to training and certifying students. Since WCA is certified by both PADI & SSI (the market leaders in training & certifying instructors & dive centres) our PADI/SSI certifications are valid worldwide. Travellers from Mumbai and our allied cities, who have undergone scuba diving training can scuba dive anywhere in the world. This training is beneficial to those travellers who wish to have their first scuba diving experience at international locations. In the past,

Pawan Shourie

Founder & CEO, West Coast Adventures

West Coast Adventures is a modern scuba diving brand delivering exciting scuba diving experiences to enthusiasts across the country. In a country where the scuba diving market is set to grow at a figure of 40% YoY, West Coast Adventures offers some of the best under-water experiences that are led by a group of skilled and passionate instructors. With centres across Murdeshwar, Goa and Mumbai, West Coast Adventures' centres have instructors certified by PADI & SSI (which are the world leaders in Scuba Diving Education & Certification for instructors and dive centres), who ensure that every diving experience is safe and secure.



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we have also catered to special requests such as wedding proposals underwater and have assisted couples to create underwater world records.

What are the 5 things that people should bear in mind while scuba diving?

1. Always check the credentials of the dive centre you are planning to visit. Check for dive centre affiliations (PADI, SSI etc.) and instructor certifications. It is also a good idea to check reviews of the dive centre on Trip Advisor, Facebook or Google.
2. Let your instructor know in advance if you have any medical issues, even if it's a cold or you suffer from sea sickness, he/she might suggest a remedy or could ask you to postpone or cancel your dive.
3. Take your time during the training sessions, as every individual picks up scuba skills at a different pace as it isn't a competition. Also don't hesitate to clear your doubts. Your instructor will be more than happy to

A DVENTURE-SCUBA DIVING



At West Coast Adventures, we are part of revolution that is changing the way people perceive Scuba diving. The industry is picking up and we are hoping to see great traction from enthusiasts and first timers who also see India as a great place to scuba dive. For a substantial growth in patrons, we would need a substantial number of dive masters

and instructors. An interesting thing to note also is that the season for scuba diving is usually around October to early May, but through the emphasis on city dives, the opportunities for dive masters and instructors are now perennial.

What is your vision for the Scuba diving activity in India? Where do you see adventure sports in 10 years from now in India including trekking, hiking etc?

We believe that scuba diving shows you a world, one would have only dreamed of otherwise. So while we take painstaking effort in seeing the wonders of the land, nothing on earth will stop you from experiencing the beauties of the ocean. At West Coast Adventures we want to make scuba diving accessible and safe for all our patrons.

What is your commitment to responsible tourism or ecotourism?

We have a very simple policy. We don't take anything out or put anything into the ocean that doesn't belong there. We don't allow our guests to throw anything into the ocean and they are not allowed to take back anything from the ocean, not even the smallest of shells.

What is the best season to indulge in this activity?

In India, the best season to scuba dive is between October and May. For the other months, we have provisions of scuba diving at our pools in the city.

What is your price structure and what is included in this price?

Different locations have different price structures and offerings. Experiences start from as low as Rs.3500/- . You can check our website for details www.westcoastadventures.in

Can you briefly tell us about the safety measures that your company undertakes?

We maintain safety equipment at our offices and on our boats. All of our staff and support staff trained emergency first responders regularly conduct mock drills for different situations. We ideally try and maintain a one is to one ratio between the guest and instructor. Therefore the guest can be assured that he has the instructor's complete attention. ●

address them.

4. Post a dive, there is a period of 12 to 24 hours when you aren't supposed to fly. Please keep this in mind while planning your holiday.

5. Lastly always follow what your instructor says, as he/she is a trained and experienced professional and you are his/her responsibility.

What are the highlights and challenges about your role at West Coast?

Before creating West Coast Adventures, I belonged to the experiential marketing sector. The adventure sports space was completely new for me. In the past, I was used to dealing with corporates and working in a more or less structured environment, the dive centre environment is exciting and focuses on fun, I love it. You get to know people from all over the world with diverse backgrounds and interesting stories. The highlight for me is to see the expression on someone's face, who has just had their first SCUBA experience.

What are some of the biggest challenges you have faced?

I think some of the biggest challenges that we have faced is the whole process of acquiring permissions from the relevant government bodies under whose jurisdiction we fall under while setting up our local operations. Secondly the perception that safety standards followed by all the dive centres are sub-standard is rampant. This is not true; in fact WCA's safety standards are at par with the best scuba diving centres in the world. We encourage our guests to check on our certificates and reviews so that it becomes a practice even when they go to other dive centres anywhere in the world.

What advice can you offer to individuals who want to pursue a career in your industry?