GOVERNMENT OF RAJASTHAN

INCLUSIVE REVITALISATION OF HISTORIC TOWNS AND CITIES

STRATEGIC FRAMEWORK
FOR RAJASTHAN STATE HERITAGE PROGRAMME

2018

National Institute of Urban Affairs

THE WORLD BANK
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Cities Alliance
Cities Without Slums

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Message

I am happy to learn that Department of Local Self Government, Government of Rajasthan has initiated "Rajasthan State Heritage Programme" with technical assistance from the World Bank, Cities Alliance and National Institute of Urban Affairs. I understand that the World bank, Cities Alliance and National Institute of Urban Affairs, New Delhi have international experience and knowledge of the subject and the state government shall be highly benefitted with this knowledge and experience sharing.

Technical team of the National Institute of Urban Affairs in consultation with the department have identified almost 50 historic towns and cities dotted across the entire state with an intention of guiding their inclusive development based on Heritage-led Urban Revitalisation process.

The state is rich in both tangible and intangible heritage and has tremendous potential in its excellent heritage precincts, buildings, art and craft forms, music, culture and traditional communities. Heritage and Tourism have the potential to become large contributors to the GDP of the state while simultaneously providing employment opportunities specially to the local youth and women for their economic growth.

Looking to the above fact, Government of Rajasthan, during the last 5 decades has taken lot of important initiatives through various policy interventions and also led to the promotion and increase in related employment opportunities.

As we lay the foundation for deeper engagement of our rich history and culture, I believe that the outcomes of this programme will certainly bring positive impact for generations to come and help the Government in realising its vision.

Since this is for the first time that such a comprehensive document is being prepared, I am confident that this will be a helpful guide for all the stakeholders and concerned departments for preparing their strategies.

My best wishes are with the team.

Smt. Vasundhara Raje
Hon'ble Chief Minister,
Government of Rajasthan

Message

Shrichand Kriplani
Hon'ble Minister, Urban
Development and Housing,
Government of Rajasthan

I am delighted that Department of Local Self Government has initiated a very important initiative for the revitalisation of heritage towns and cities of our state through "Rajasthan State Heritage Programme".

The state of Rajasthan has an unique identity of having almost 50 of the 191 towns and cities as "Heritage" assets. These towns and cities vary in typology across the spectrum of urbanization, resulting in a more apparent need for inclusive urban revitalisation than ever before.

Through the technical assistance provided by the World Bank, Cities Alliance and National Institute of Urban Affairs, I am confident that we will be able to look beyond infrastructure provision into a multi stakeholder approach to socio-economic development with converged and strengthened financial and institutional capacities.

As the programme also pilot the model in Jodhpur and Nawalgarh, which are located on important tourist routes and rich in heritage assets, yet differ vastly in the urbanization challenges they face; I am sure that all other historic towns and cities will be able to follow their example towards inclusive development.

I congratulate the technical assistance team on the in-depth ground analysis and documentation, and preparation of the strategic framework for the State; and believe that it will be taken forward with keen enthusiasm by departments in realizing its vision.

Foreword

Dr. Manjit Singh (IAS)
Former Additional Chief Secretary,
Government of Rajasthan

The unique cultural heritage of Rajasthan is intrinsically connected with its communities. The historic towns and cities are laden with both, tangible and intangible heritage. However, many of these towns suffer from complex challenges of service provision, mobility, and incongruous development. It is of urgent importance that their inherent cultural heritage and the associated livelihoods are not lost in the process of rapid urbanisation.

Inclusive and sensitive revitalisation of historic towns and cities, while safeguarding their heritage, is important in order to make them economically vibrant and sustainable. In addition; tourism, which is amongst the top contributors to the State's economy, is closely dependent on the heritage and culture of Rajasthan. Therefore, with the objective of effective heritage management, local economic development, and livelihood generation, the Department of Local Self Government initiated the Rajasthan State Heritage Programme in 2016.

Technical assistance from the World Bank, Cities Alliance and National Institute of Urban Affairs has supported the Government in formulating a strategic framework for the implementation of the program; which lays down actions, roles and responsibilities for all the relevant stakeholders.

Additionally, it informs the state level legislative and regulatory framework. Besides being the provider of public services and goods, the Department of Local Self Government envisages its role as a facilitator for community engagement, stakeholder participation and investment generation. The department will also be responsible for management and monitoring, through the State Heritage Centre. In addition to infrastructure provision with convergence from the ongoing urban development schemes; the programme focuses on institutional strengthening and capacity building for heritage management, with an aim to make the historic towns and cities of Rajasthan inviting, sustainable and livable.

Foreword

Jagan Shah
Director, NIUA

The discourse on tangible and intangible heritage management has come a long way. Today, across the historic towns and cities in India, an imperative need confronts us: *To find pertinent measures for effective management and appropriate transformation of its tangible and intangible heritage assets.* It is good news that we are slowly moving beyond the 'monument-centric' approach for heritage management and are working with an approach which recognises our cities as Historic Landscape & Ecosystems. HRIDAY[1], the urban sector scheme of the Government of India has piloted this approach with twelve cities in the country and the Government of Rajasthan decided to take it further in the state by encompassing around 50 historic towns and cities under the State Heritage Program.

The state of Rajasthan has taken bold steps towards the development of infrastructure and services in its cities, which have a direct link with the improvement in the quality of life and economic productivity in the urban areas. The municipalities of Rajasthan are perennially challenged to provide these outcomes while dealing with the structural and systemic issues that might hamper the growth and development of the Rajasthani society and its unique way of life. The cultural heritage of Rajasthan is one of its most abiding features and an economic asset that is a wellspring for creativity and enterprise. The historic cities of Rajasthan -- in fact, all the cities in the state, which are steeped in history and cultural richness -- are an asset that can produce positive economic momentum while simultaneously presenting and sustaining the values.

For the past several years, cultural heritage has been one of the special research areas at the National Institute of Urban Affairs (NIUA). World Bank, Cities Alliance, and NIUA have worked in partnership with this agenda for almost a decade now. The partnership began with Peer Experience and Reflective Learning (PEARL) Initiative, which provided a platform for deliberation and knowledge exchange for Indian towns and cities as well as professionals working in the urban sector. NIUA was also actively involved in the pilot phase of Inclusive Heritage-based City Development Program (IHCDP), which included a few cities in three states of India.

The purpose of the technical assistance provided by NIUA through support from the World Bank and Cities Alliance is to create a Strategic Framework for heritage led economic development in the historic cities of the state of Rajasthan. This strategic framework is relevant at the two levels -- one, to create a statewide perspective whereby the unique qualities and potential of each city and town is identified and

[1]Heritage City Development and Augmentation Yojana

analysed. Secondly, the framework envisages the mode of intervention that are necessary in each city and the types of investments that would be required if the city has to capitalise on and benefit from its heritage assets, both the tangible and intangible ones.

The framework presented in this publication has been created through an intensive process of deliberation and analysis done by the project team in the past several months. Consultations with a variety of stakeholders and discussions with officials and functionaries at all levels of the state have helped in creating a practical and pragmatic framework. The Strategic Framework covers extensive documentation of the heritage assets, comprehensive analysis of the intertwined aspects such as tourism, social and occupational patterns of the communities engaged in the cultural economy and its overall employment potential, amongst others. Further, based on evidence based decision-making methods, the team has formulated detailed strategies, actions and an implementation plan for the State Heritage Program.

The leadership of ideas and experiences has been provided foremost by Dr. Manjit Singh, Addl. Chief Secretary, Government of Rajasthan, with valuable inputs from Shri Pawan Arora, Director-cum Joint Secretary, Directorate of Local Bodies and Shri Vijayvargia, Addl. Chief Town Planner, Directorate of Local Bodies, Government of Rajasthan.

The approach and strategy drew from the insights provided by the project leader at the World Bank, Ms. Stefania Abakerli and India representative of Cities Alliance, Mr. Ajay Suri.

We are extremely grateful to the individuals mentioned above and their respective organisations for the cooperation and partnership. I am thankful to Ms. Madhurima Waghmare, Ms. Mayura Gadkari, Mr. Mohit Dhingra, and Ms. Uditi Agarwal for their hardwork and dedication. We hope that this framework proves to be a useful tool to the Government of Rajasthan in realising its dream for inclusive development and further benefits the urban sector in India.

Executive Summary

Rajasthan has witnessed a momentous history ranging from early civilisations to the post Independence period. Culturally rich historic towns and cities, which comprise almost 25% of the total urban area in the state, bear witness to this. Cultural heritage encompasses both tangible and intangible aspects. Monumental forts, cenotaphs, historic living habitats such as the core areas of city and towns, residential mansions known as 'haveli', stepped wells and tanks, known as 'baori' or 'johra' respectively, temples, and others, form the key tangible assets of Rajasthan. The intangible heritage includes a variety of crafts, arts and practices including traditional textile craft, stone carving, leather craft, dance forms and music, amongst others. The cultural economy of handloom and craft also acts as a catalyst for allied industries including tourism, the handicraft market, and creative industries of small and large scale. 19.4% of the urban workers are engaged in craft and related trades[1] and 2,63,301 people (around 4.2% of total workers) are employed in the handicraft and handloom sector.[2] Tourism contributes 15% to the overall economy of the state.[3] The architecture marvels, traditions and crafts are the main attraction for domestic and international tourists. Owing to a decline in the contribution of the tourism sector to Rajasthan's economy around 2011, the Government of Rajasthan took various steps including incorporation of incentives in the Tourism Unit Policy —2015.

In light of this diverse contribution of the tangible and intangible heritage of Rajasthan to the economy of the state, the Government of Rajasthan intends to conserve and manage its cultural heritage as 'assets'. With this objective, the Department of Local Self Government has initiated a 'State Heritage Programme', which will devise mechanisms to conserve, manage and capitalise on the optimum potential of heritage assets; and contribute towards the economic development of the state. The programme is a pioneer initiative in the country owing to its state-wide coverage and unique approach. It is envisioned as a sustainable initiative to engage stakeholders, manage heritage, facilitate investment in heritage management and promote a knowledge database. Close to 50 historic towns and cities are included in this program. These face severe challenges of rapid urbanisation, mass tourism and unguided transformation. Through the Technical Assistance (TA) from the World Bank—Cities Alliance and the National Institute of Urban Affairs to the Government of Rajasthan (Jan 2017–Jan 2018), a Strategic Framework to guide the planning and implementation of the State Heritage Programme has been developed. Technical capacity building of the State Heritage Centre and demonstration projects in two pilot cities is also a part of this TA.

The Strategic Framework provides a multi-pronged approach for the State Heritage Programme. It is rooted in the social and economic context of the state and revolves around five central themes, which makes it distinctive:
- Institutional strengthening and capacity building
- Convergence of existing and proposed investments and initiatives
- Holistic planning of historic towns and cities with focus on heritage management
- Boosting the cultural economy
- Long term sustainability of projects with strategic partnerships.

[1]Census, 2011
[2](2013 field work data) 6th economic census Rajasthan, Department of Economics and Statistics, Rajasthan
[3]Department of Tourism, GoR (2016)

STRATEGY	EXPECTED RESULTS
1: Incorporate heritage management in state framework and legislations	ER 1: Strengthened institutional framework for heritage management ER 2: Strengthened legislations for heritage management
2: Develop communication and knowledge sharing platforms to build ownership to facilitate heritage management	ER 3: Increased awareness and sense of ownership amongst various stakeholders
3: Strategise and plan for historic cities and regions	ER 4: Heritage Management Plans (HMP) for identified historic towns and cities ER 5: Convergence of proposals, projects and implementation through other investments
4: Support, sustain and enhance livelihoods in cultural economies	ER 6: Local economic development (LED) through job creation and skill development
5: Promote and empower the civil society	ER 7: Empowered civil society ER 8: Promotion of civil society through state and city networks
6: Finance heritage management and attract investments	ER 9: Improved basic service provision and infrastructure development in historic towns and cities ER 10: Sustainable state and city financial reserve ER 11: Investments in Heritage Management

The strategy draws upon a large body of work done worldwide during the past decade in the sector of heritage management and urban revitalisation. This framework is prepared based on: data assessment, reconnaissance visits to all the historic towns and cities, extensive stakeholder consultations, and a contextual review of the draft guidelines for Inclusive Urban Revitalisation for Indian Cities (2014), drafted jointly by World Bank and Cities Alliance. The proposed strategies and key actions provide a clear road map for the State Heritage Programme. The expected outcomes of the programme are elucidated below:

'The Strategic Framework for Inclusive Revitalisation of Historic Towns and Cities of Rajasthan' includes four sections: overall analysis of the state; detailed assessment of the historic towns and cities with key recommendations; multi-pronged strategy for inclusive revitalisation of the historic towns and cities; and the way forward for the programme along with an implementation plan.

Department of Local Self Government (DoLSG) has initiated planning activities under the State Heritage Programme with support from the World Bank Technical Assistance in the identified 50 towns and cities

of Rajasthan. Various activities undertaken include formation of a State Heritage Centre in the Department of Local Self Government, Jaipur; review of and recommendations on the proposed State Heritage Council Rules; consultation and outreach through a multi stakeholder workshop involving key departments in the state; and strategic meetings with various departments in the state to initiate convergence and improve interdepartmental involvement. Another significant action initiated under the TA includes demonstration of the inclusive revitalisation approach through Heritage Management Plan (HMP) and project development proposals in two pilot cities: Jodhpur and Nawalgarh.

The framework concludes with an implementation plan as the way forward for the program. The implementation plan provides tangible actions, roles and responsibilities, possible sources of funding, and timelines under each strategy recommended for the State Heritage Programme. The main actions recommended are:
1. Strengthening of State Heritage Centre with permanent professional staff and a network of experts and stakeholders proficient in heritage management
2. Formation of Heritage Cells/Committees/Advisory groups in all

historic towns and cities. To facilitate this challenging task, this should be integrated in the HMP preparation process.

3. Incorporation of heritage sensitive byelaws in the city and town legislation. The recommendations of by-laws based on detailed situation and stakeholder assessment will be part of the HMP.

4. Building an Information and Communication Technology (ICT) based centralised facilitating mechanism for documentation, information exchange, and grant and investment facilitation.

5. Ground level and statewide awareness campaign as per the recommended Information Education and Communication (IEC) strategy

6. Preparation of HMPs with project identification incorporating soft and hard infrastructure and initiatives.

7. Convergence of projects, proposals, and investments to be done at each action as per the suggested convergence strategy (state level and city level)

8. Formation of an institutional and creative professionals network at state level to boost cultural economy

9. Formation of a network of civil society at state level.

Under the able leadership of the Department of Local Self Government, Government of Rajasthan, the State Heritage Programme will mark a pioneering change in the management of historic cities in India in the coming years. It will spearhead heritage assets management, positive economic development, improvement of livelihoods, and upgrade infrastructure in the historic towns and cities; thus resulting in heritage management in a holistic manner.

Acknowledgements

Acronyms

ADB	Asian Development Bank
AIILSG	All India Institute of Local Self Government
AMRUT	Atal Mission for Rejuvenation and Urban Transformation
ASI	Archaeological Survey of India
CBO	Community based Organisation
CHC	City Heritage Cell
CII	Confederation of Indian Industries
CIIE	Centre for Innovation Incubation and Entrepreneurship
CMAR	City Managers' Association Rajasthan
DA	Development Authority
DCR	Development Control Regulations
DLB	Directorate of Local Bodies
DoLSG	Department of Local Self Government
DPR	Detailed Project Report
FICCI	Federation of Indian Chambers of Commerce and Industry
GDP	Gross Domestic Product
GoI	Government of India
GoR	Government of Rajasthan
HMP	Heritage Management Plan
HRIDAY	Heritage City Development and Augmentation Yojana
ICOMOS	International Council of Monuments and Sites
IEC	Information, Education and Communication
JVVNL	Jaipur Vidyut Nagar Nigam Limited
K&VI	Khadi and Village Industries
MJSA	Mukhyamantri Jal Svavlamban Abhiyan
MoT	Ministry of Tourism

MoU	Memorandum of Understanding
MSME	Micro, Small and Medium Enterprises
NCR	National Capital Region
NGO	Non-Governmental Organisation
NIUA	National Institute of Urban Affairs
NSDC	National Skill Development Corporation
NULM	National Urban Livelihoods Mission
PHED	Public Health Engineering Department
PMAY	Pradhan Mantri Awas Yojana
PRASAD	Pilgrimage Rejuvenation and Augmentation Drive
PSU	Public Sector Unit
PWD	Public Works Department
RCCI	Rajasthan Chamber of Commerce and Industries
RFP	Request for Proposal
RSLDC	Rajasthan Skill and Livelihoods Development Corporation
RUIDP	Rajasthan Urban Infrastructure Development Project
SHC	State Heritage Centre
TA	Technical Assistance
UDH	Urban Development and Housing
UIT	Urban Improvement Trust
ULB	Urban Local Body
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WB	World Bank
WHS	World Heritage Site

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Introduction
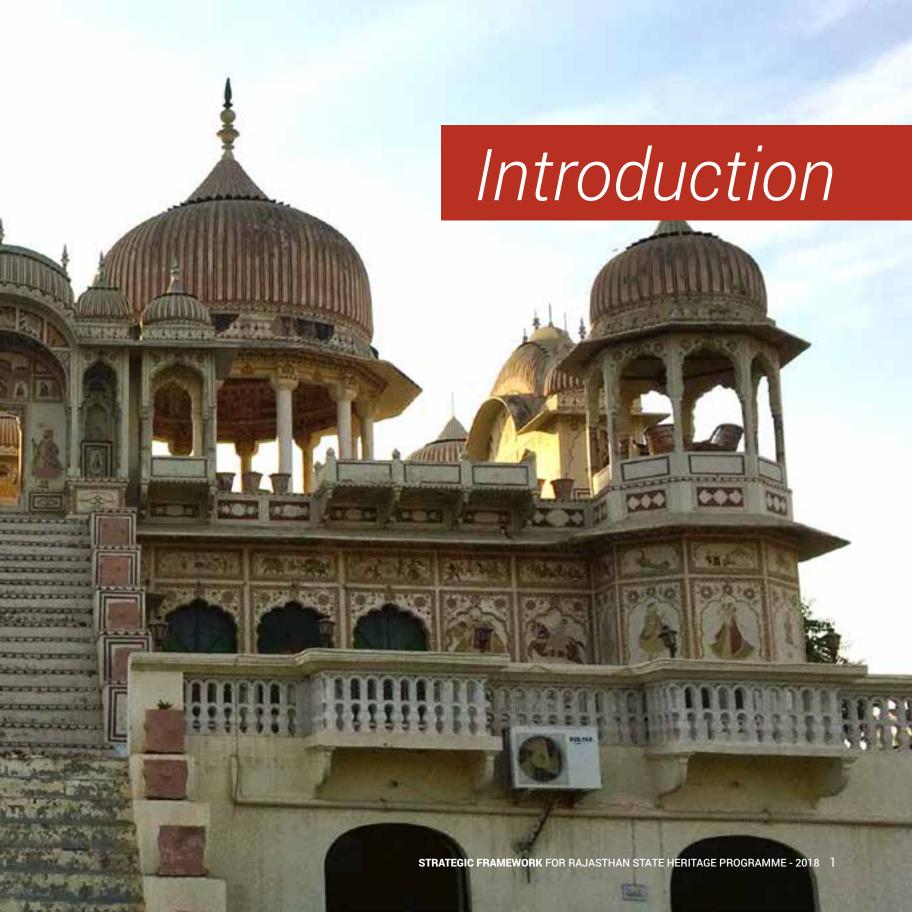
The Government of Rajasthan (GoR) aims to "make the state powerful, developed and prosperous by 2020" as per the Vision 2020 of the GoR. While the state's performance in recent years has been strong in many areas, various sources indicate that Rajasthan is still a low-income state and the socio-economic indicators (literacy, life expectancy and purchasing power) are low relative to the national status.[1] Achieving the state's Vision 2020 objectives thus requires a prioritised development strategy.

One of the main economic drivers and comparative advantage of Rajasthan is tourism. Within the services and job creation sectors, tourism has played by far the most important role in the state. Since 1989, when the state government granted the status of economic sector to tourism, Rajasthan has taken the lead in introducing new concepts, such as heritage hotels and cultural tours. This follows a vision of shifting from pilgrimage to high-end visitors through considerable targeted marketing of its unique historic towns, palaces, fairs and festivals, as well as investment incentives for hotels mostly tailored to foreign visitors.[2]

Yet, the contribution of tourism to Rajasthan's GDP today is far below its potential, and its growth is almost stagnant. This is due to a combination of issues, such as lack of adequate destination planning and development, poor services and infrastructure provision, inadequate interpretation, unreliable funds for product development and support to intangible heritage, apathetic public attitude towards heritage, high taxation of private sector investors, and ambiguous state policy.[3]

Within this context, Rajasthan's historic cities and towns and their cultural, natural and intangible heritage assets – the state's main tourism draws – face most challenges. Historic cities across the state are growing without a unifying vision and the necessary planning and service provision based on their existing cultural and natural assets is missing. While some of the monuments are well managed (e.g., Mehrangarh Fort, Amber Fort), most are less well managed and in need of significant support (e.g. Taragarh Fort in Bundi, Badalgarh Fort in Khetri, amongst many others). The management of areas immediately adjacent to most monuments and sites (e.g., Nawalgarh, Churu, Chittorgarh), is neglected in many towns and cities. Also, the management and care of heritage assets like havelis owned by the residents of the town/city is a complex challenge as seen in Churu, Nawalgarh, Bundi, etc.
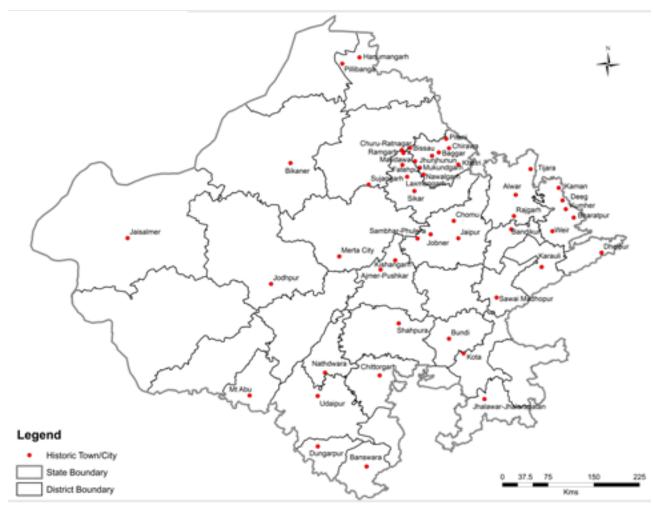
Further, solid waste management, while not unique to Rajasthan and quite well done in most temples and pilgrimage sites, in most cities and rural areas is a significant issue that needs to be addressed. Also, water treatment and drainage issues are a major concern, particularly for lakes in Ajmer and Pushkar, Bundi, Dungarpur, amongst others which are important natural heritage assets and components of the tourism base in the region. In the long term, the further deterioration of historic cities/towns and their assets will not only compromise the quality of life of their residents, but also jeopardise their character and attractiveness for job creation and income generation activities through tourism.

Recently the emphasis on heritage as an integral part of planning for city development is gaining acceptance with the national government, which is putting in place more predictable funding for revitalisation of cities and historic areas. Ajmer in Rajasthan is one of the 12 cities being developed under Heritage City Development and Augmentation Yojana (HRIDAY) – the first focused national government initiative in this area. On the other hand, it is commendable that the city of Jaipur has prepared its Smart City Plan with the theme, 'Heritage Conservation for Economic and Social Development'. Taking this approach further, the Government of Rajasthan initiated a State Heritage Programme in 2016 focusing over 40 towns and cities in Rajasthan. A team from National Institute of Urban Affairs—World Bank—Cities Alliance assisted the Government of Rajasthan in framing and guiding development in these cities with a heritage led urban revitalisation process.

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[1] Human Development Report 2011 and Economic survey, 2011
[2] Rajasthan: Closing the Development Gap (2006), World Bank.
[3] Rajasthan Development Report, 2006, Planning Commission, GoI, Academic Foundation, New Delhi

HISTORIC TOWNS AND CITIES IN RAJASTHAN

State Heritage Programme

The State Heritage Programme drafted by the Government of Rajasthan envisages overall enhancement of the living environment in the historic towns and cities of Rajasthan with a focus on infrastructure upgradation. The proposed work in the programme includes sanitation and civic works, development of monuments with respect to the environs, parking facilities and other infrastructure, construction of new roads and improvement of existing roads, development of heritage walks and bicycle tracks in the historic towns and cities in Rajasthan. The overall proposed programme amounts to approximately INR 500 Cr. for a period of four years.

It covers towns and cities of Ajmer-Pushkar, Alwar, Amber, Bandikui, Banswara, Bharatpur, Bikaner, Bundi, Chittorgarh, Chomu, Churu-Ratannagar, Deeg, Dhaulpur, Dungarpur, Fatehpur, Hanumangarh, Jaipur, Jaisalmer, Jhalawar-Jhalarapatan, Jobner, Jodhpur, Jhunjhunu, Karauli, Khetri, Kishangarh, Kaman, Kota, Mandawa, Merta city, Mount Abu, Nathdwara, Nawalgarh, Pillibanga, Sambhar-Phulera, Rajgarh(Alwar), Sawai Madhopur, Sikar, Udaipur and Weir.

The state government has an objective of leveraging its heritage assets in these historic towns and cities for economic development of the state.

Vision for the State Heritage Programme

Cultural heritage comprises of tangible and intangible assets that have architectural, historical, cultural, scientific, social, ecological, environmental or spiritual value. Rajasthan State Heritage Programme (RSHP) aims to demonstrate the notion of "cultural heritage as a catalyst for social and economic development", through a multi -sectoral approach focusing on physical, social, cultural and economic revitalisation of historic towns and related communities in the state. It envisages improvement in quality of life while creating new forms of productivity and growth.

> *"Harness the potential of cultural heritage to achieve economic development through an inclusive revitalisation of the historic towns and cities"*

NIUA—World Bank—Cities Alliance Technical Assistance

The Technical Assistance (TA) was with an aim to support Government of Rajasthan's efforts at inclusive urban revitalisation with a view to promote job opportunities while improving the living conditions and attractiveness of its historic cities and towns.

The TA ties together a series of currently disconnected schemes and activities (i.e. AMRUT, HRIDAY, Smart City, Swachh Bharat Mission, National Urban Livelihoods Mission (NULM), Devasthana, Mukhyamantri Jal Swavlamban Abhiyan, multi-lateral funding, amongst others) under development and/or implementation in some of the state's historic cities and towns.

The overarching approach of the TA was to support the Government of Rajasthan's urban revitalisation agenda through the enhancement of its capacities and methodologies for planning, coordination, outreach and implementation of related investments in its historic cities and towns.

Three components included under the TA are elaborated below:

Preparation of urban revitalisation framework and guidelines for the state

Preparation of a strategic urban revitalisation framework for the State was undertaken with an approach to reinstate and improve the surrounding landscapes of the main historic monuments in their potential to attract capital, people and activities that once supported the city/town functioning and development, and restore their capacity to provide character, meaning and critical services to residents and the cities/towns themselves in the contemporary context. This means not only rehabilitating specific monuments and other built heritage through adaptive reuse and other mechanisms, but the entire surrounding area, where significant tangible and intangible heritage are located and various economic activities take place. This report provides the urban revitalisation framework and guidelines for the state.

Institutional strengthening in urban revitalisation converging components of urban development, heritage management, tourism and local economic development

In order to advance the state government's urban revitalisation and economic growth agenda, it is essential to install requisite institutional mechanisms, strengthen the key local institutions and equip key stakeholders, including state administrators, urban local body officials, service providers and others, with knowledge and expertise. In this regard, a State Heritage Centre was set up at the Department of Local Self Government, GoR, in Jaipur in July 2017.

Support to select cities in preparation of heritage management plan and demonstration projects/development initiatives

Select cities/towns are supported to test the proposed urban
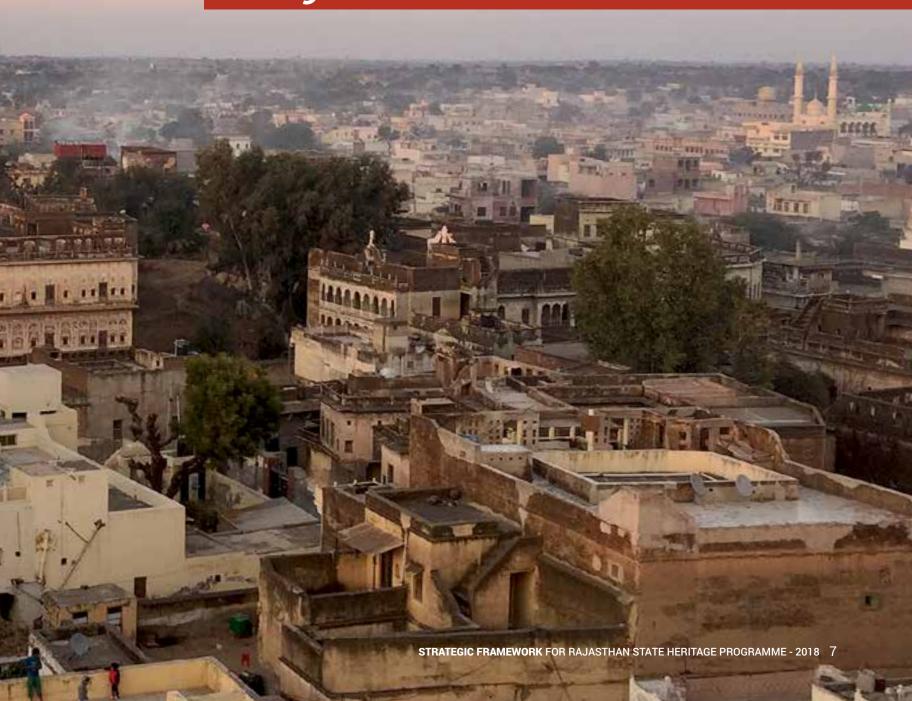
revitalisation approach, convergence mechanisms and design standards. There will be a thrust on convergence of investments under the ongoing missions and a strategic approach to develop the landscapes around historical areas and monuments and promote a heritage sensitive approach in city development.

Jodhpur and Nawalgarh were selected as the pilot cities and the demonstration work was initiated in September 2017.

In the TA period of approximately one year, necessary foundation steps and initiatives were taken beyond which the state government is to be equipped to take forward the agenda smoothly. The study and analysis was primarily done based on the data facilitated by various government sources, reconnaissance visits to the towns/cities and stakeholder consultations.

Rajasthan: Overview

Rajasthan

Historical Evolution

The chapter gives an overview of the history of the state
through different periods and key events in the course of its formation

The history of Rajasthan goes back to the ancient times. Geologically, many areas in Rajasthan are older than the Himalayas, therefore it was natural that civilisation came to Rajasthan much before it came to the rest of India.[4] Excavations in the year 1998 at Kalibangan in Ganganagar district proved the existence of a developed and organised society in that area much before the Harappan culture.

The later history of Rajasthan is a history of various kingdoms, namely, Mauryas, Malavas, Arjunyas, Yaudhyas, Kushans, Saka Satraps, Guptas and Hunas and their regular wars with one another. It wasn't until the mid-6th century to 7th century that the Rajput clans of Pratihars, Solanks, Parmars, Guhilas, Chauhans and Kachhwahas emerged and established various kingdoms which subsequently led to the development of the different regions, namely, Mewar, Shekhawati, Hadoti and Dhundhar.

This period in history witnessed rise of the Bappa Rawal, Prithviraj Chauhan, Maharani Padmini of Mewar, Rana Sangha, Man Singh of Amer and Rana Pratap of Chittaur, among many others, in resistance to the series of conflicts with the Turks (Mohammad Ghori), the Sultans of Delhi Sultanate (Alauddin Khilji), the Great Mughals and the Maratha kingdom (Peshwa Bajirao I).
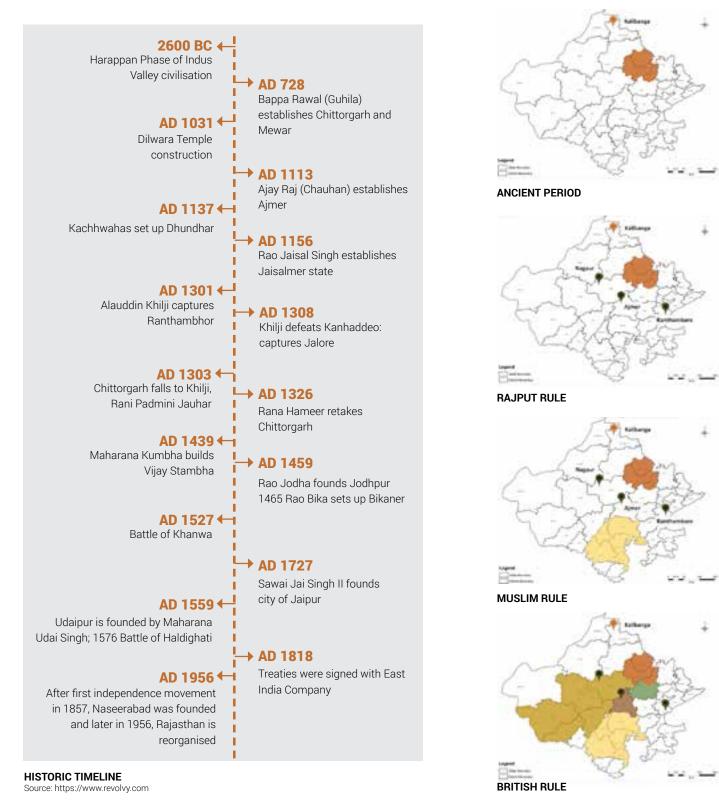
Most of Rajputana passed under the control of the Maratha Empire from early 1700 until the emergence of British East India Company. Treaties were signed between the Company and the various princely and chief entities in the early 19th century, accepting British sovereignty in return for local autonomy and protection from the Marathas.

The emergence of the British East India Company also led to administrative designation of some geographically, culturally, economically and historically diverse areas, under the name of the Rajputana Agency, later modified to Rajputana province until the formation of Rajasthan in 1949.[5]

Formation of Rajasthan in the post Independence era was initiated with the formation of the Matsya union (Alwar, Bharatpur, Dhaulpur and Karauli) in the year 1948, followed by Banswara, Bundi, Dungarpur, Jhalawar, Kishangarh, Kota, Pratapgarh, Shahpura and Tonk and Udaipur also joining the Indian Union. In the following year Jaipur and the desert kingdoms of Bikaner, Jodhpur and Jaisalmer were integrated into the new nation with Jaipur as its capital and Maharaja of Jaipur, Man Singh II being appointed as the Rajpramukh of the state.

[4] Colorful Rajasthan for all seasons, Department of Tourism, Jaipur
[5] The Marwari Heritage, DK Taknet, IIME 2015

HISTORIC TIMELINE

2600 BC
Harappan Phase of Indus Valley civilisation

AD 728
Bappa Rawal (Guhila) establishes Chittorgarh and Mewar

AD 1031
Dilwara Temple construction

AD 1113
Ajay Raj (Chauhan) establishes Ajmer

AD 1137
Kachhwahas set up Dhundhar

AD 1156
Rao Jaisal Singh establishes Jaisalmer state

AD 1301
Alauddin Khilji captures Ranthambhor

AD 1308
Khilji defeats Kanhaddeo: captures Jalore

AD 1303
Chittorgarh falls to Khilji, Rani Padmini Jauhar

AD 1326
Rana Hameer retakes Chittorgarh

AD 1439
Maharana Kumbha builds Vijay Stambha

AD 1459
Rao Jodha founds Jodhpur 1465 Rao Bika sets up Bikaner

AD 1527
Battle of Khanwa

AD 1727
Sawai Jai Singh II founds city of Jaipur

AD 1559
Udaipur is founded by Maharana Udai Singh; 1576 Battle of Haldighati

AD 1818
Treaties were signed with East India Company

AD 1956
After first independence movement in 1857, Naseerabad was founded and later in 1956, Rajasthan is reorganised

HISTORIC TIMELINE
Source: https://www.revolvy.com

ANCIENT PERIOD

RAJPUT RULE

MUSLIM RULE

BRITISH RULE

Rajasthan

Urbanisation

A brief study and analysis of the demographics, scales of urbanisation and its effects on the historic core of the identified towns and cities
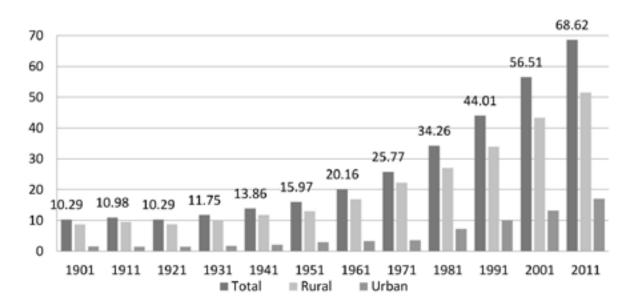
eorganisation of Rajasthan in 1956 influenced the urbanisation process. It was largely the result of the migration of people from villages to towns and cities in search of employment, market, tourism and other facilities, although this process was also been partly supported due to the natural growth of urban population.

As per Census 2011, Rajasthan stands at 26th position out of 35 states with 24.89% urbanisation level. NCT Delhi occupies the first rank with the percentage of 97.5 and the national average is 31.16%. Rajasthan has been a backward state in terms of socio-economic development. As per the 2011 census, the total population of Rajasthan state was 68 million. The growth rate during the last five decades from 1961–2011 was 28% to 33%, which was much higher than the national average.

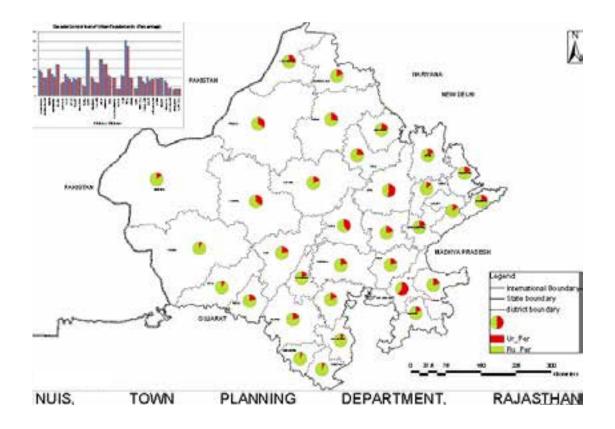| Description	Year 2001	Year 2011	Increase (in %)
Total Population	5657.07 Lacs	6862.10 Lacs	17.36
No. of Districts	32	33	3.0
No. of Sub-Districts	241	244	1.2
Total No. of Census Towns	222	297	25.3
No. of Statutory Towns	184	187	0.5
No. of Other Census Towns	38	111	194.7
No. of Villages	41353	44672	7.4
Urban Population	23.39%	24.89%	1.5
Rural Population	76.61%	75.11%	-1.5

RAJASTHAN AT A GLANCE
Source: Census of India 2011

GROWTH TREND OF RURAL, URBAN & TOTAL POPULATION
Source: Census of India 2011

DISTRICT-WISE RATIO OF RURAL URBAN POPULATION, 2011
Source: Town Planning Department, Rajasthan

As per Census 2011, there are 33 districts in Rajasthan; only seven districts have more than average urban population percentage, i.e. Ganganagar, Churu, Bikaner, Jodhpur, Ajmer, Jaipur, and Kota.

Rajasthan is a developing state and after Independence, several economic development programs have been initiated in different parts. These developments have brought about a real pace in the urbanisation process in the state. The major factors influencing the pattern of urbanisation in Rajasthan are:

1. The major irrigation projects like Indira Gandhi Canal, Chambal Project, Mahi Project, Jawai Project etc. which have boosted agricultural development in more or less vacant and productive barren lands.

2. Rajasthan is rich in mineral resources like lime stone, gypsum, feldspar, rock phosphate, marble and other building stones. After Independence, these resources have been explored and a number of industrial unit areas set up.

3. Large cement factories, marble cutting and polishing units, woolen and cotton factories, leather products, copper and zinc smelter plants, oil mills etc. have been established in different parts, leading to the spread of urban growth.

4. To better prospects of industrial development, Rajasthan Industrial Investment Corporation has developed planned industrial areas in different towns for establishing small and medium industries.

5. Rajasthan Agricultural Marketing Board has taken up the development of mandi yards, haats etc. in a very systematic manner. This activity increases the economic function of the town. Construction of road linkages like National Highway/State Highway/other expressways in the state has increased mobility of people and opened up remote areas for development.

6. After Independence, substantial work has been done for construction of roads in the state, which has increased the mobility of the people and opened up remote areas for development. Thus, the raw material can be imported and finished products may be exported easily. This has increased the urbanisation rate. Now many towns like Pali, Bhilwara, Barmer, Jaipur, Udaipur etc. are marketing various industrial products outside the state.

7. Rajasthan has vast potential for tourism development. Jaipur, Jodhpur, Jaisalmer, Udaipur, Ajmer, Bikaner are the important tourist destinations of the state.

8. Social facilities have also been increased in almost all the towns of the state. Therefore, location of social facilities like education, medical, financial, recreational, social and cultural activities are important in these towns. In Rajasthan, these facilities are primarily located in the urban centres.

9. Rajasthan is part of the Delhi-Mumbai industrial corridor (DMIC). This is likely to create new opportunities for industrial development and investment.

10. National Capital Region (NCR) is developing rapidly. New industrial areas in Bhiwadi, Shahjahanpur, Neemrana and Behror are growing and coming up with new opportunities.

11. Exploration of petrochemicals in Barmer district would also create new opportunities in the district as well as in Barmer Town.[6]

Urbanisation in Historic Towns and Cities

Historic towns and cities in the state are part of three distinct scales of urbanisation. Out of the 49 towns and cities, 3 fall under the

Scale (Population)	Total No. of Towns	No. of Historic Towns	%
Million plus	3	3	100
1-10,00,000	32	16	50
Less than 1,00,000	156	30	19.23
Total	191	49	25.6

SCALE OF URBANISATION IN THE STATE
Source: NIUA

category of million plus cities, 32 towns have a population ranging from 1–10 lakh; out of which 16 are historic towns, and 156 have a population of less than 1 lakh, out of which 30 are historic towns.
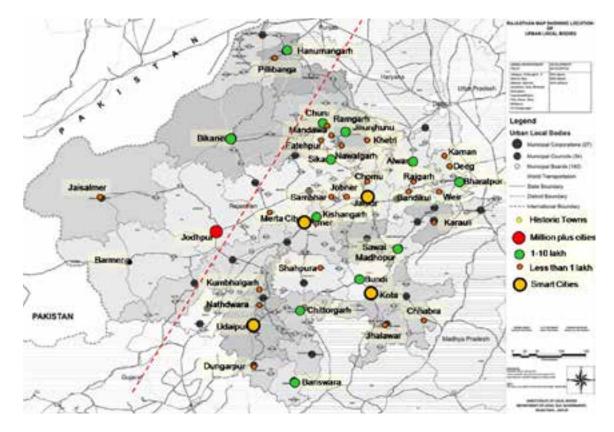
Urbanisation in Rajasthan on one hand puts pressure on urban resources, services and infrastructure, and has led to deterioration in quality of life, poor sanitation and disposal of solid waste, water shortage, pollution, poor transport system, inadequate health facilities in certain cities, and on the other hand, creates dilapidated ghost towns due to migration.

Current Status of Historic Cores

Transformation within the historic cores with respect to the effects of urbanisation is a continuous process, though eastern Rajasthan is distinctively more urbanised due to its physiological nature, infrastructure and proximity to other states. Status of historic cores when analysed through ground survey by the TA team revealed that 11 out of 40 historic cores are distinctively transformed whereas the remaining 29 cities have retained more than 50 percent of the character but are under continuous pressure. Most of the 11 transformed towns lie in the eastern part of the state and suffer from a range of issues such as:

• Congestion in commercial and residential areas—vehicular traffic in old city areas has led to crowding and air and noise pollution
• Lack of infrastructure such as sewerage system, garbage disposal system, underground cabling
• Lack of public services such as public toilets, drinking water, public transportation

[6]Urbanisation in Rajasthan, Shri Rajendra Vijayvargia, 2015
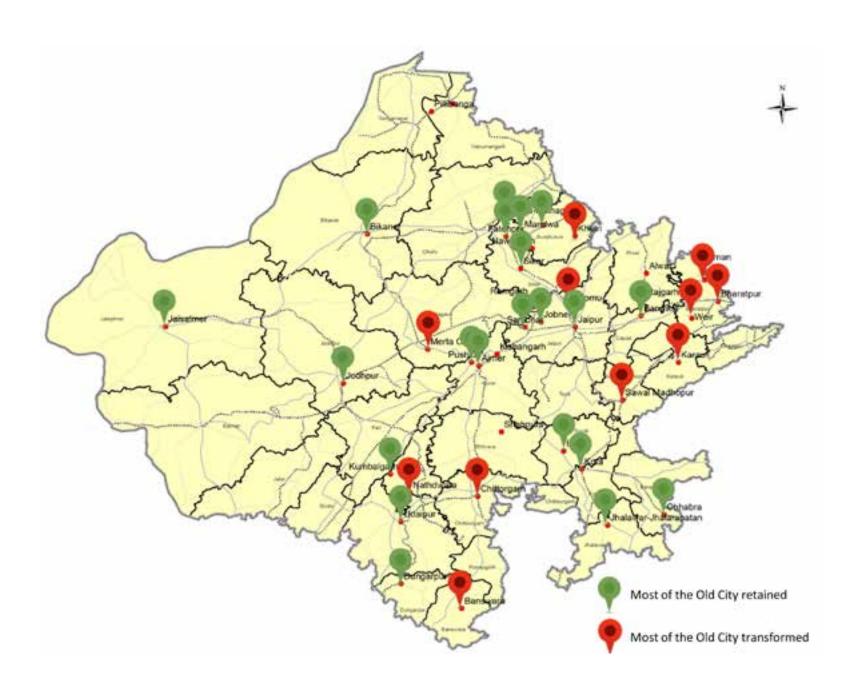
VARIOUS SCALES OF HISTORIC CITIES IN STATE
Source: Town Planning Department, Rajasthan
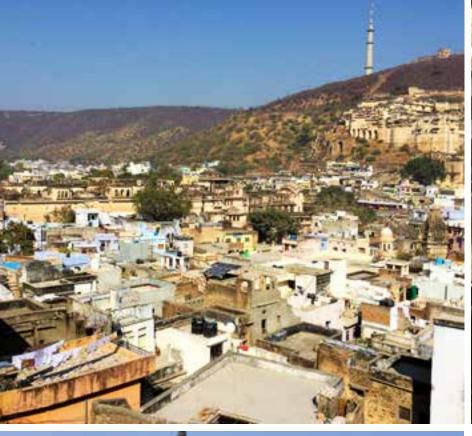
- Encroachment in narrow lanes—illegal vending and overflow from commercial establishments have encroached upon already narrow lanes of the historic cores
- Most old buildings have been transformed into new, leading to loss in the heritage asset base
- Dilapidated built heritage—the few buildings that are retained are in poor condition, with a few under disputed ownership

These towns need more focused management plans and prioritised projects to deal with specific issues. The towns that have their historic cores retained to more than 50%, have maintained their historic character to a greater degree, which subsequently means better service provision, better condition of built heritage assets and better mobility in the historic cores. These towns are envisioned to be able to focus more on tourism related activities and direct economic development through these heritage assets.

Most of the Old City retained

Most of the Old City transformed

STATUS OF HISTORIC CORE IN VARIOUS TOWNS AND CITIES

EFFECTS OF URBANISATION

Rajasthan

Diversity of Heritage

A summary of the varied forms of tangible and intangible heritage assets in the state

Rajasthan is known across the world for its rich cultural heritage. This includes both the built heritage such as the forts, palaces, mansions, traditional water bodies and religious structures; as well as intangible heritage such as art forms, music, dance, cuisine, fairs and festivals. Equally important are the markets and streetscapes where Rajasthan's culture is truly felt, as well as the national parks and bird sanctuaries or the natural heritage that the state is endowed with. As can be seen in the map below, these assets are evenly spread in the entire state. An integrated strategy for heritage-based development at the state level will greatly benefit the state's economy.
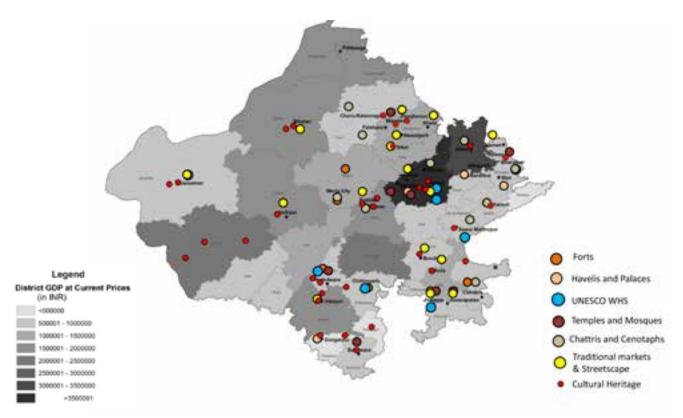
Tangible Heritage

Tangible heritage in the state comprises the following typologies:

Built Heritage
Forts

Rajasthan has the third highest concentration of forts in India after Maharashtra and Karnataka. Primarily built in the 5th century AD and between the 17th–18th centuries AD, they represent the rich cultural heritage of princely clans. These fort complexes show influences of ancient fort planning as described by Kautilya in his military treatise 'Arthashastra' and can be primarily categorised as Giri durg (Hill forts), Vana durg (surrounded by forests), and Jala durg (surrounded by a deep moat or a river), Dev durg (God's fort), Mishra durg (mixed fort) and Maru Durg (Desert fort). The Giri durg or hill fort is considered most formidable for protection of a princely settlement. These are spread across the state and are visited in large numbers by foreign and domestic tourists. Six hill forts of Rajasthan have been inscribed in UNESCO's World Heritage List under criteria (ii) and (iii) which are

Legend
District GDP at Current Prices (in INR)
<500000
500001 - 1000000
1000001 - 1500000
1500001 - 2000000
2000001 - 2500000
2500001 - 3000000
3000001 - 3500000
>3500001

Forts
Havelis and Palaces
UNESCO WHS
Temples and Mosques
Chattris and Cenotaphs
Traditional markets & Streetscape
Cultural Heritage

DIVERSITY OF HERITAGE IN RAJASTHAN

as follows: Jaisalmer Fort, Chittorgarh Fort, Kumbalgarh Fort, Gagron Fort, Jhalawar, Ranthambhore Fort, Sawai Madhopur, Keoledeo National Park, Bharatpur, Jantar Mantar, Jaipur Amber Fort.

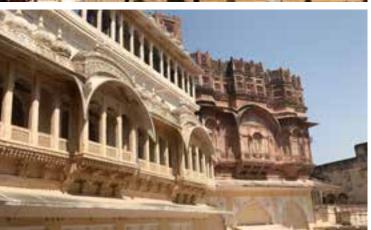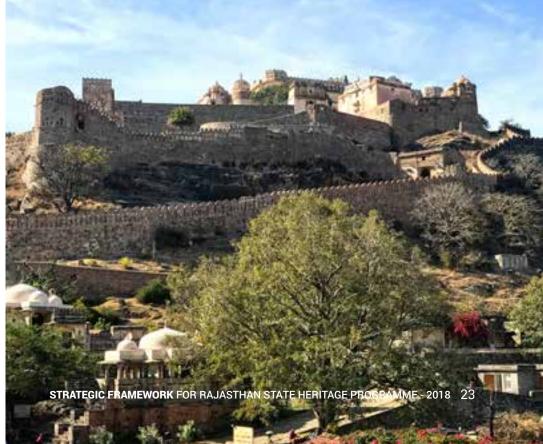### Palaces and Mansions (Haveli)

The residences of the royal families and large businessmen/trader families are magnificent structures forming the largest built heritage asset base in the state. From the City Palace in Udaipur to the painted mansions of the Shekhawati region, one can see a range of architectural styles and features.

Stepwells (Baori), Tanks (Kund, Johra) and
Lakes and Water Bodies with Stepped Edges (Ghat)

There is a substantial concentration of this architectural typology historically used for storing water in Rajasthan, which in certain cases formed a part of a larger water management system developed in earlier years. They are now a part of the organically evolved landscape and have developed their present form by association with and in response to the natural environment.

Ranging from the large stepwell in Abhaneri to smaller tanks spread across various historic towns, these structures offer picturesque locales for tourists as well as a recreation space for the local population.

Temples, Mosques and Churches

Temples, mosques and churches form a part of the organically evolved landscape resulting from an initial social, economic, administrative, and/or religious imperative. These structures embody historical, social, cultural and religious value. Some of the most significant religious structures in Rajasthan are the Dargah Sharif at Ajmer, Brahma Temple at Pushkar, Karni Mata Temple at Bikaner, Govindji Temple in Jaipur and Eklingji Temple in Nathdwara. These are visited by lakhs of pilgrims throughout the year and affect the towns' economy in a positive way.

Cenotaphs (Chhatri) and Commemorative architecture

Traditionally, cenotaphs were sculpted in order to commemorate people who died in the war. Primarily, the structure evokes a sense of pride, memory, symbols of traditional practices and contributes towards the 'spirit of a place'. These cenotaphs can be seen all across the state in almost every historic town/city. Travellers often use these structures as resting places, with some of them designated and maintained as monuments.

Traditional Markets and Streetscapes

Almost every historic town/city in Rajasthan has a traditional market area, which in most cases are vibrant spaces for community life. Usually signified by narrow lanes, old structures and mixed use, these spaces are where all traditional activities take place. Intangible heritage can also be seen flourishing in such markets, such as production units of various arts, crafts and culinary delicacies. Towns such as Jodhpur, Udaipur have distinct markets and streets, which attract a large number of visitors in addition to the local residents.

Natural Heritage
National Parks and Sanctuaries

Rajasthan boasts a range of ecologies from desert, scrub-thorn arid forests, rocks and ravines, to wetlands and lush green forests. Each of these areas houses a large variety of animal and bird life. It is home to tigers, black bucks, chinkara, desert fox, and rare migratory birds. Typical areas representing each of these ecologies have been earmarked as special areas for protection and management of wildlife. Rajasthan has two national parks and numerous reserves and sanctuaries. Most of these areas are open to visitors round the year but closed briefly during the monsoons.

Some of the most popular parks and sanctuaries are Keoladeo National Park, Bharatpur Bird Sanctuary, Ranthambhore National Park, Sariska Tiger Reserve, Kumbalgarh Sanctuary.

Desert

The Thar Desert is now a major tourist destination. The barren terrain and undulating sand dunes slope towards the Indus Valley and Rann of Kutch. The region does not receive much rainfall, which keeps it region hot and dry during most parts of the year.

Mountain Range

Rajasthan is divided by the majestic Aravalli range, which runs from

northeast to southwest for 688 km. It is the backbone of the state and divides it into regions with distinct geographical features. To the northwest of the Aravallis, lies Jodhpur, Jaisalmer, Barmer and Bikaner region which are a part of the Great Thar Desert whereas the southeastern part comprises of the rocky terrain of the Hadoti region.

Intangible Heritage

Apart from its tangible heritage, Rajasthan is a hub of folk art, theatre, music, dance and several crafts being practised in all regions of the state. The state is famous for its dynamic diversity, cultures, traditions and customs. Rajasthan is also home to many tribal communities, which display excellence in various cultural activities worldwide.

Arts and Crafts

Arts and crafts of the state include stone, clay, leather, wood, ivory, lac, glass, brass, silver, gold and textiles. History reveals that kings and their nobles were patrons of the arts and crafts and greatly encouraged craftsmen. Each period of history saw its own contribution to the thriving art scene. Some of the most popular art and craft forms emerging from Rajasthan are block printing and tie and dye, meenakari work, lac and glass bangles, stone carving, leather wear and embroidery.

Rajput Painting

Rajasthan's role in the development of Indian art has been very important. The decoration of dwellings, household objects and wall hangings with miniature paintings was a fascinating and distinctive. From the 16th century onwards, there flourished different schools of paintings like the Mewar school, Bundi-Kota kalam, Jaipur, Bikaner, Kishangarh and Marwar schools. The colours used by miniature

UNESCO'S Intangible Cultural Heritage List: Kalbelia folk songs and dances of Rajasthan

Inscribed in 2010 on the Representative List of the Intangible Cultural Heritage of Humanity

Songs and dances are an expression of the Kalbelia community's traditional way of life. Transmitted from generation to generation, the songs and dances form part of an oral tradition for which no texts or training manuals exist. Song and dance are a matter of pride for the Kalbelia community, and a marker of their identity at a time when their traditional travelling lifestyle and role in rural society are diminishing. They demonstrate their community's attempt to revitalise its cultural heritage and adapt it to changing socioeconomic conditions.

artists were made from minerals, vegetables, precious stones, indigo, conch shells, pure gold and silver.

Folk Music and Dance

Each region in Rajasthan has its own folk art, dance styles and musical instruments. Some of the better known forms of entertainment are Ghoomar dance, Gair dance, Chari dance, Kachhi Ghodi, Fire dance, Kathputli and Maand.
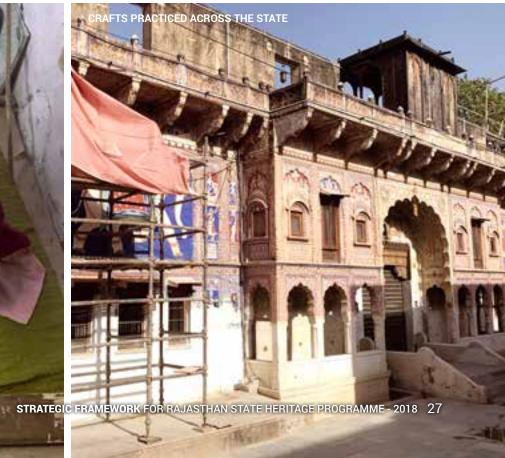
Fairs and Festivals

The love for colour and joyous celebrations is seen in the numerous fairs and festivals that take place in the state throughout the year. There are animal fairs, religious fairs and fairs to mark the changing seasons.

Rajasthan

Economic Development

The chapter presents an overview of the economic dynamics
and contribution of various sectors in the state along
with the status of the cultural economy
and the people involved in it

As the largest state in India, Rajasthan is surrounded by Punjab on the north and northeast, Haryana and Uttar Pradesh on the east and Gujarat on the southwest, with agriculture, mining and tourism as its main engines of growth. The contribution of agriculture in the state's economy is about 19.5%, whereas the revenue generated through the industrial sector accounts for 30.5% in the state's economy; the service sector (including hospitality, tourism, technology and special economic activities [heritage related]) accounts for 50% with a high growth rate and investments in the Information Technology sector. Tourism alone accounts for 15% of the economy, and is an important revenue contributor of the state. The state has the seventh largest economy with a GDP of INR 7.67 lakh crores in 2016–17, and a growth of 13.7%. A significant hike of 13.8% is estimated for 2016–17 in comparison to 2015–16.[7]

This section details out the socio-economic competence of the state from the 1960s to 2015. Transitions and transformations have been tracked down to lay emphasis on the major contributors to economic activity and their impact on the socio-cultural sector.

	Rajasthan	India
Demographic Indicators	2011	2011
Total Population (in Millions)	68	1210
% Contribution to National Population	5.67	100
Sex Ratio	926	940
Economic Indicators	2015	2015
Gross Domestic Product (Rs crores)	7.67 lakh	113.5 lakh
Contribution of Agriculture to NSDP/GDP (%)	19.5	15.11
Contribution of Industry to NSDP/GDP (%)	30.5	31.12
Contribution of Services to NSDP/GDP (%)	50	53.77
Human Development Indicators	2007-8	2007-8
Human Development Index Value (HDI)	0.434	0.467

Source: UNDP and Rajasthan Budget Analysis

Post-Independence Era

The state, in its present form, is a conglomeration of 19 erstwhile princely states that vary in size, population, administrative efficiency and the level of socio-economic development. Administratively, Rajasthan is divided into 33 districts, which are further subdivided into 241 tehsils and 237 blocks.

Political Influence

In the post Independence era, followed by the formulation of the Constitution, the two dominant political parties were Congress and later, the BJP. However, being a state comprised of former kingdoms, the influence of the royal families was rather significant in the system.

Most of the tangible heritage properties of Rajasthan, especially in the areas of Jodhpur, Udaipur, Jaipur, Chittorgarh and Bikaner are owned by the royal families.

Economic Contributors

Industrial development in Rajasthan has suffered for several years due to its concentration in only eight districts. Despite progressive outlook of launching single window clearing scheme in the 1960s, no investments towards large-scale industrial units were made.[8]

[7]Economic Review 2016-17, Directorate of Economics and Statistics, Government of Rajasthan,
[8]Rajasthan Development Report: Planning Commission 2006

1960s

Economic Indicators and Contributors

Population Strata:
- Urban Population: 4%
- Rural Population: 96%

Economic Contribution:
- Primary (Agriculture): 80%
- Secondary (Industrial): 16%
- Tertiary (Service): 4%

1969 RSIMDC (Rajasthan State Industrial and Mining Development Corporation) was established for controlled industrial and service sector growth. The prevailing industries were: Handicrafts and Textiles.

The state accounts for 10% of India's total land area, but has only 1% of the country's water resources.

1980

Economic Enablers

Declared as one of the BEMARU states of India, a term coined by Ashish Bose, as indicated by the GSDP on India.

Rajasthan State Industrial Development and Investment Corporation (RIICO) was set up in 1980, to strengthen 338 industrial areas.

1991

Economic Indicators and Contributors

Economic Contribution:
- Primary (Agriculture): 80%
- Secondary (Industrial): 16%
- Tertiary (Service): 4%

2001

Industrial Investment

Economic Contribution:
- Primary (Agriculture): 29.7%

RIICO is sub divided into:
- Rajasthan Communications Ltd. (RCL)
- Rajasthan Electronics Ltd. (REL)

2011

Population Strata:

- Rural Population: 68%
- Urban Population: 32%

(with 9.6% increase in population)
37,000 industries are being developed under RIICO

2015-17

Economic Boost Enablers

Resurgent Rajasthan, 2015
(Key MoU: Energy and Tourism)
- Rajasthan Start Up Policy, 2015
- Rajasthan Investment and Promotion Scheme, 2014
- Exhibition and Convention centres

ECONOMIC OVERVIEW OF RAJASTHAN
Source: NIUA

Industries

As of December 2016, industries present in Rajasthan were in the following categories:

Manufacturing

1. Micro, Small and Medium enterprises (MSME)
2. Rural Non-Farm development agencies. Eg: Leather, Wool & Textile, Mineral

The industrial imbalace created by the above phenomenon, led to the emergence of village industries. The village industrial clusters involve:

1. Handicrafts:
- Products
- Crafts
- Artefacts
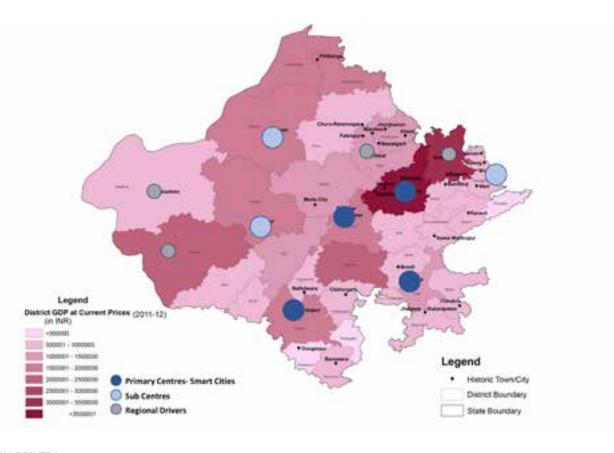
2. Textiles:
- Dyeing and printing for export
- Apparel
- Interior Decor

Tourism

In 1989, tourism gained the status of 'Industry'. Hence, it could avail the concessions given to the industries from the Central and State Government. With this, a separate body was set up under the Company's Act 1960 to cater to the tourism sector of the state: Rajasthan Tourism Development Corporation Ltd. (RTDC).

The importance given to RTDC is reflected in the exponential increase in the expenditure by the GoR, from 1235 (in lakh) in 1997 to 2372 in 2007.

ECONOMIC DRIVERS

Industries in Rajasthan

Manufacturing

End-User Product Manufacturing

Handicrafts	Product Design
	Painting
Art and Craft: Export and Basic Consumption	Murals/ Surface Art

Textiles	Dyeing/ Printing
	Product Design: • Bedsheets • Apparel • Fabric

Tourism	Hotel Industry
	Tangible Heritage Intangible Heritage Heritage driven Industries: eg: Blue pottery

MSME	Processed Food
	Carpets/Wool/Leather
	Furniture

Mass Manufacturing

Mining	Marbles: Quarries
Export/ Import	Stone

End User Stone/Marble Processing Unit

Energy	Thermal Power
	Renewable Energy: Wind, Solar, Biomass

Infrastructure Development	Transport: Roads, Highways, Metro Corridors, BRTS
	Drains/ Sewerage Networks

Building Material	Tiles/Flooring CNC
	Cement/ Brick Kilns

Cooperatives/ MSME	IT sector
	Government/ Private Corporation

ECONOMIC OVERVIEW

A drastic increment was observed in 2001–2007 during the 8th and 9th Five Year Plan.

Tourism Unit Policy 2015

Incentives/Concessions offered by Central and State Government for Hotel Industry in Rajasthan – The policy recommends various incentives and concessions offered by the Central and State Government to boost tourism in the state. Various tax rebates, stamp duty exemption, subsidies, simplification of land conversion rules, among others, have been recommended.

Enhancing the Tourist Products of Rajasthan – The policy supports promotion of handicrafts, handlooms, cottage and other industries in the state. Efforts will be made to further set up Shilpgram at various tourist destinations. Heritage tourism, Weekend tourism, Adventure tourism, Wildlife tourism development are being given focused attention.

Upgrading Tourist Support System – Skilled human resource development and trained personnel for the tourism sector are given importance in the policy. The Government is encouraging setting up
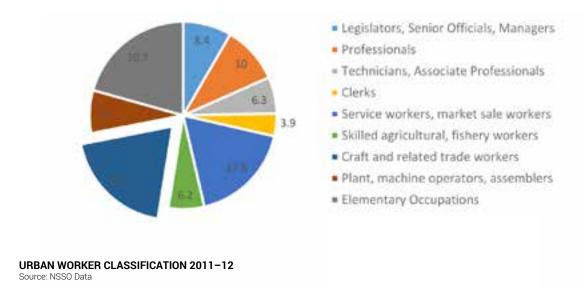
of an Institute of Hotel Management and a Food Crafts Institute in the private sector to meet the increasing demand for trained personnel in various departments of hotel management and food crafts.

Role of State Governments—The state government will play the role of policy maker, planner and controller of law and order, standardisation of tourism services, and regulation of tourism trade. The role of the state government is described in the policy as a catalyst, promoter, facilitator and provider of infrastructure in the state.

Promotion of Sustainable Tourism—Promotion of ecotourism is a central theme of the Tourism Policy 2015. The policy also encourages forming various tourism advisory bodies at district, divisional and state level.

Cultural Economy

Culture and economy are inseparable; it is the economy, which is the basis of any culture and the raison d'etre for founding of the cities.[9] Rajasthan boasts of a rich ensemble of heritage based creative economies that range from textiles and block printing in the Jaipur

■ Legislators, Senior Officials, Managers
■ Professionals
■ Technicians, Associate Professionals
■ Clerks
■ Service workers, market sale workers
■ Skilled agricultural, fishery workers
■ Craft and related trade workers
■ Plant, machine operators, assemblers
■ Elementary Occupations

URBAN WORKER CLASSIFICATION 2011–12
Source: NSSO Data

[9]RJ Vasavada (2017), The Heritage Policy, suggestions for Rajasthan projects, (unpublished notes)

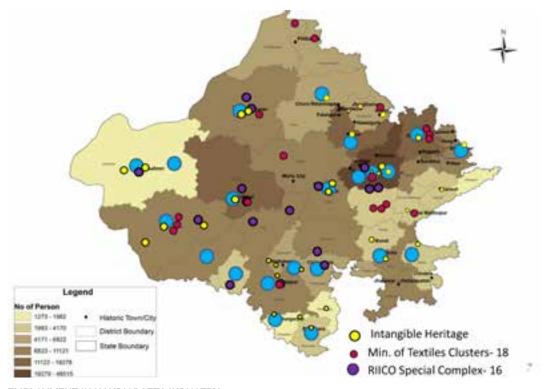district, bamboo products in Banswara, to stone carving in Alwar district.

Centre and state interventions by means of clusters by the Ministry of Textiles and of Industries Cluster Development, and RIICO are spread across the state.

The Ministry of Textiles under the Ambedkar Hastashilp Vikas Yojana (AHVY) has identified 18 clusters of such creative economies across Rajasthan.[10] Besides the Ministry of Textiles clusters, RIICO has played a significant role in promoting cultural economy with the setting up of special complexes. There are 16 of these spread across the state. In addition, there are 31 Department of Industries craft clusters across the state.

However, these focus only on the arts and crafts and related communities and not on the performing arts, cuisine and other aspects that form an inseparable part of the cultural economy in the state. They are an important part of the local ecosystem and hence have to be linked to tourism operations through innovative tools.

Almost 20% of urban workers in Rajasthan are engaged in crafts and related trade. This is a significantly high number of people working in the cultural economy. Employment in handicrafts/handloom is highest in Jaipur, followed by Jodhpur, Sikar, Alwar and Kota.

The Creative Economies Report prepared by United Nations in 2013 and the visits and surveys conducted by the Technical Assistance team in the year 2017 across most of the historic towns and cities in the state revealed that livelihoods, employment, security and social

EMPLOYMENT IN HANDICRAFTS INDUSTRY
Source: Department of Industries

[10]Ambedkar Hastashilp Vikas Yojana - Ministry of Textiles (http://www.craftclustersofindia.in/site/Cluster_Directory.aspx?mu_id=3&idstate=22)

protection are the several issues faced by the creative economies in Rajasthan.[11]

For instance, the traditional Chippa community of Sanganer, which once emerged as a prominent economy under the patronage of Jaipur royal family, has shown a steep decline due to the advent of mechanisation, chemically dyed and machine printed fabrics. Today, due to the intervention of designers who have attempted a revitalisation of traditional motifs, the economy is facing resurgence, although more so in the upscale fashion industry.

The other major issue plaguing the arts and crafts sector is the presence of intermediaries. Large export houses, showrooms, and traders do not allow for direct market linkage of artisans and hence, the profits never reach the artisans entirely.

In few districts, the craft that is locally practised is not being promoted through the cluster program; instead a new cluster is introduced. The condition of these clusters needs to be studied to see their functionality and impact on employment and livelihood.

[11]Creative Economy Report 2013: Widening Local Development Pathways, UNESCO, UNDP

Rajasthan

Tourism

Study and analysis of tourist footfalls, routes followed by domestic and international tourists and the state government's efforts to strengthen the sector
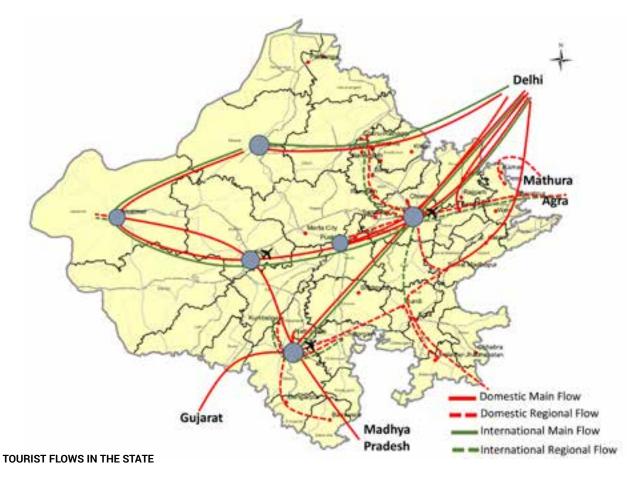
The main economy of Rajasthan is agrarian, but tourism is one of the important revenue contributors and occupies a prominent place in the state's agenda as a crucial engine for income and employment. The tourism sector accounts for approximately 15% of the state's economy and employs 0.1 million people directly, 0.3 million people indirectly (2% of workforce), in comparison to 20 million and 40 million in the country respectively, or 10% of total workforce.

The state's heritage assets, both tangible and intangible, play an important role in this. The historic towns in the state have a wide number of heritage assets, which draw not only domestic but also international tourists. Foreign tourists account for 7.79% of total tourists, though the numbers have dropped since 2014.[12] Domestic tourists also forms a large part, the majority of whom visit religious sites in the state.

An analysis of the available data from sources and first-hand surveys shows that the large cities form a part of the tourist circuits, whereas fewer tourists visit the smaller towns. Strengthening connectivity by road, rail and air as well as developing regional circuits and corridors with nodal towns will attract visitors to the lesser visited destinations. The main tourist flow is through Jaipur, Ajmer, Jodhpur, Udaipur, Jaisalmer and Bikaner. It has also been observed that there

TOURIST FLOWS IN THE STATE

are other regional flows such as Jaipur to Shekhawati and Jaipur to Bundi or Udaipur and the surrounding forts. There are destinations such as Phalodi and Nagaur that do not fall on the typical tourist routes but are rich in architectural heritage and have the potential to be integrated into wider tourist networks.

There are different types of tourist destinations that attract different kinds of visitors:

- **Religious tourism**—Ajmer, Pushkar, Nathdwara, Mount Abu, Bikaner are mainly known for religious tourism and each has an important religious institution that attracts the visitors. These destinations are visited more by domestic tourists during holy days and festivals and less by international tourists.
- **Historic places**—Jaipur, Jodhpur, Udaipur, Chittorgarh, Kumbhalgarh are towns that are visited by both domestic and international tourists because of their history and cultural heritage. These places have important built heritage structures such as forts and palaces, which attract large numbers of tourists.
- **Natural heritage**—Bharatpur, Jaisalmer, Ranthambhore are known for the natural heritage such as national parks and sanctuaries, desert etc., which attract both domestic and international tourists almost all year round. The natural heritage locations are the major pull for tourists who may or may not be interested in the nearest town.

State's Initiatives for Tourism

Seeing the significance of tourism in economic development, the government has taken various measures for establishing tourism as a "People's Industry". Initiatives have been taken by the state in order to stabilise the declining sector, ranging from formulating a new policy, providing dedicated schemes and establishing tourist circuits.

Tourism Unit Policy

The Department of Tourism had announced a Rajasthan Tourism Unit Policy in 2007. This policy will now be replaced by **Rajasthan Tourism Unit Policy**, 2015 in order to extend more support and incentives for establishment of Tourism Units in the state.

The new policy has been framed keeping in view the guidelines under the 'Suraj Sankalp' policy document, new emerging trends in the tourism sector, representations given by various stakeholders, including the tourism and trade organisations, and also the suggestions received from other departments.

The Rajasthan Tourism Unit Policy, 2015 primarily addresses issues relating to time-bound conversion of land for tourism units, which includes new hotels and heritage hotels, time-bound approval of building plans, grant of patta to heritage hotels, allotment of land for tourism units on DLC (District Level Committee) rates, applicability of Rajasthan Investment Promotion Scheme (RIPS) for tourism units, and smooth and speedy implementation of the provisions of related departments like Revenue, Urban Development and Housing (UDH), Local Self Government (LSG), Panchayati Raj etc. It is expected that this policy will strengthen the existing infrastructure, will foster Infrastructure development, income and employment generation, and increase the much-needed availability of hotel rooms for tourists. By allowing Heritage Hotels in Rural/Panchayat areas, Rural Tourism is likely to increase subsequently.

Schemes for Tourism

(i) Swadesh Darshan and PRASAD scheme: There are dedicated investments approved under the Swadesh Darshan Scheme in 2014–15 with an aim to develop theme based tourist circuits in the country.

Under **Krishna Circuit**, the sites of Shrinath Ji (Nathdwara), Govind Devji (Jaipur), Kanak Vrindavan (Jaipur), Charan Mandir (Jaipur), Galtaji Temple Complex (Jaipur), and Khatu Shyam (Sikar) are covered with a total project cost of approximately Rs. 98 Cr. The project envisaged world class infrastructural development of the sites with special emphasis on audio visual and projection shows, site illumination, solar lighting and street lighting, construction of tourist facilitation centres, yatri sheds, infrastructural development of way-side amenities, parking, public convenience, construction of open air theatre, cultural interpretation centre, fountains and landscaping. Apart from this, other dedicated investments have been proposed for the Desert Circuit under Swadesh Darshan Yojana.

(ii) Devasthana department: Domestic/regional and pilgrimage tourism is reinforced via tasks conducted by Devasthana Department. The department manages the temples, religious and charitable

institutions, dharmshalas and shrines (math) inherited from the rulers of the erstwhile princely states at the time of their merger with the Union of India. The department organises religious and cultural activities in temples, encourages and supports various fairs (utsav) and other rituals (yagya) organised for religious and charitable purposes. The department's tasks include preserving the temples and their traditions, publishing material related to major temples and religious places for public outreach, and preserving archives for posterity.

Tourism Circuits

The department of tourism has envisaged and formulated six main tourist circuits, which include various important towns dotted in the state's landscape. The circuits are namely, Shekhawati, Hadoti, Mewar, Marwar, Dhundhar, and Braj. The adjacent figure shows the towns connected under these individual circuits. The circuits are developed in formerly established regions and/or erstwhile kingdoms of the state. They connect the important towns in the region, which exhibit an inherent culture. For instance, Shekhawati region has a large number of residential mansions which were constructed by the Marwari merchants along with other grand edifices; and the Braj region, which includes Bharatpur district of Rajasthan along with other districts in the states of Uttar Pradesh and Haryana, forms a significant part of a pilgrimage route by the same name.

Constraints to Tourism Development in Rajasthan[13]

Despite its many tourist attractions, tourism has not been developed to its full potential in Rajasthan because of the following constraints:

- Poor infrastructure
- Inadequate and lopsided information
- Marketing lacunae

- Paucity of funds for tourism development
- Negligence towards new tourist centres
- Inadequate and inappropriate distribution of human resources of Department of Tourism
- Apathetic public attitude towards tourists and safety concerns
- Ambiguous state policies

Most infrastructure development in Rajasthan has been concentrated around industrial districts, while tourist destinations have been neglected. Maintenance of link roads, other than the national and state highways is extremely poor. The condition of tourism information bureaus is deplorable, with inadequate staff. Even the hotel infrastructure in the state is inadequate. The RTDC's share in total hotel accommodation available is only 4.38%, which clearly shows that private sector investment in developing hotels follows the trail of tourists.
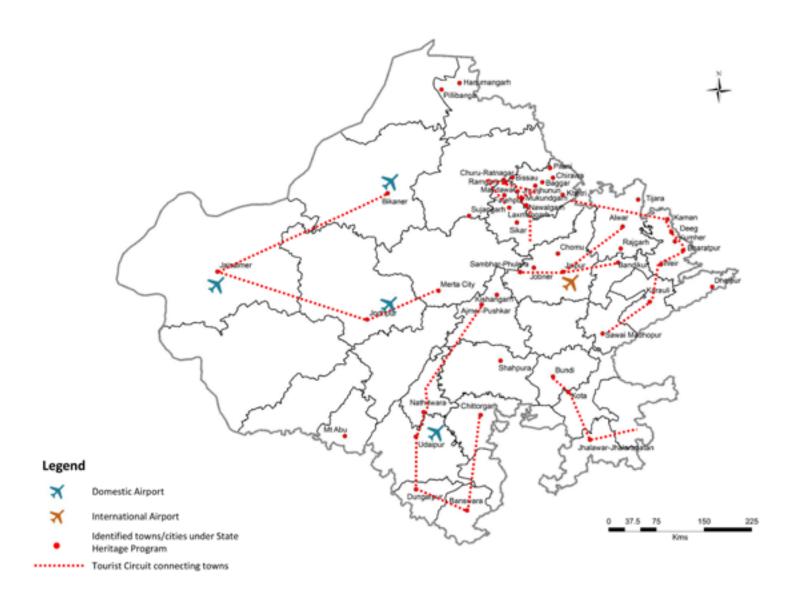
The state government has proposed private sector participation in developing tourist areas and improving accommodation facilities. The government must focus on core sector development, such as providing improved accessibility to all tourist sites, good communication network etc.

The Tourism Department has set some short-term and long-term goals for development of its tourist destinations, which are as below:
- Cover existing gaps in tourism infrastructure and management of existing destinations
- Develop and promote new tourist destinations

The strategies for revitalisation of historic towns will take into account these tourism goals as explained further in the book.

[13]Chapter 10, Tourism Industry, Planning Commission State Development Report

Legend

✈ (blue)   Domestic Airport

✈ (orange)   International Airport

●   Identified towns/cities under State Heritage Program

··········   Tourist Circuit connecting towns

HISTORIC TOWNS, CITIES AND EXISTING TOURIST CIRCUITS

Rajasthan

Legislative Framework

Study and analysis of existing and proposed legislative framework at National, State and Local Authority level

Rajasthan has 163 ASI protected monuments, 342 state protected monuments, 42 state protected sites, and a dense ensemble of unprotected heritage assets scattered across municipal boundaries. These assets demand a strong legislative framework in order to protect their existence. Though sites of national and state importance are covered under respective acts, there is no specific framework pertaining to cultural heritage in the form of a policy, acts or rules for heritage assets scattered around towns. The same was proposed in the Rajasthan Heritage Conservation Bill, 2015, with the singular aim of formulating it into the Rajasthan Heritage Conservation Act 2015. Other significant steps undertaken are formulation of Shekhawati Heritage Conservation Rules subsequently amended to Rajasthan State Heritage Council Rules (under the premise of Municipalities Act, 2009) and Rajasthan Tourism Unit Policy, 2015.

Existing Framework

Acts and byelaws governing heritage at national and state level

1. Ancient Monuments and Archaeological Sites and Remains Act, 1958 (Central Act No. 24 of 1958) applies to the monuments and sites deemed to be of national importance.
2. Antiquities and Art Treasure Act, 1972 (Central Act No. 52 of 1972) applies to any antiquities or art treasures which need acquisition or protection.
3. Any ancient or historical monuments, or archaeological sites or remains or antiquities to which the Rajasthan Monuments and Archaeological Sites and Remains Act, 1961 (No. 19 of 1961) is applicable.

Existing and proposed acts governing heritage at Local Authority level

Municipalities Act, 2009 amended in 2010–An act to consolidate and amend the laws relating to the State of Rajasthan and to provide for matters connected therewith and incidental thereto (Rajasthan Municipalities Act, 2009). The act describes conservation of monuments and places of historic importance as core municipal duties along with provision for preparing Master Development Plan, Municipal Action Plan, Execution Plan, keeping in consideration conservation of natural and built heritage assets.
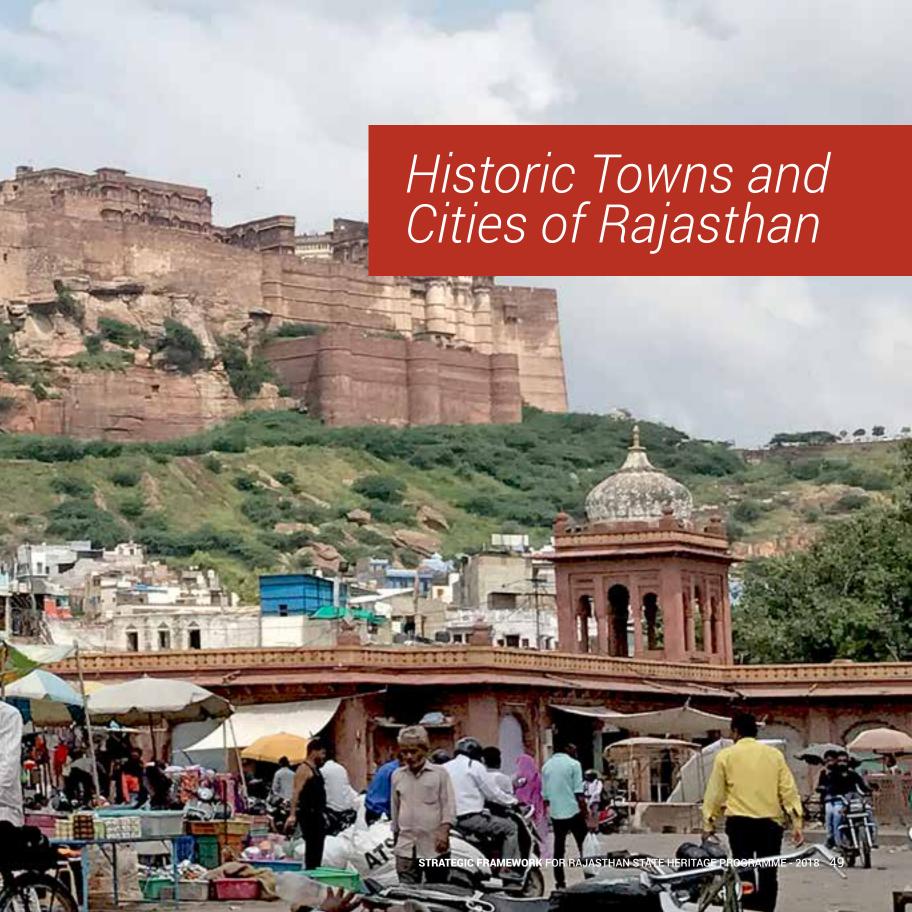
Though the detailed analysis for the same shows that provisions for management, financial assistance, land acquisition, urban mobility and outreach are not provided specific to conservation of heritage assets, it can be seen as a point of initiation formulating a framework for inclusive revitalisation in historic towns of Rajasthan.

Shekhawati Heritage Council Rules amended to Rajasthan State Heritage Council Rules

The Government of Rajasthan formulated the Rajasthan State Heritage Council rules as a statutory document in exercise of the powers conferred by sub clause (iii) of clause (g) of Section 46 and Section 337 of the Rajasthan Municipalities Act, 2009. The document is applicable to all the municipal areas in Rajasthan and proposes the protection of a dense ensemble of unprotected heritage through identification, documentation, conservation and regulation of these assets. Detailed recommendations were proposed by the Technical Assistance team through the established State Heritage Centre in consultation with other subject experts with an objective to formulate an owner centric legislation that would focus on incentive mechanisms and encourage creative use of the assets

Rajasthan is rich in tangible and intangible heritage and has tremendous potential in both its cultural as well as tourism economy. Having analysed the level of urbanisation in the state, the drivers of the state's economy and the existing legislative framework, the following sections further elucidate the link between inclusive revitalisation and overall development.
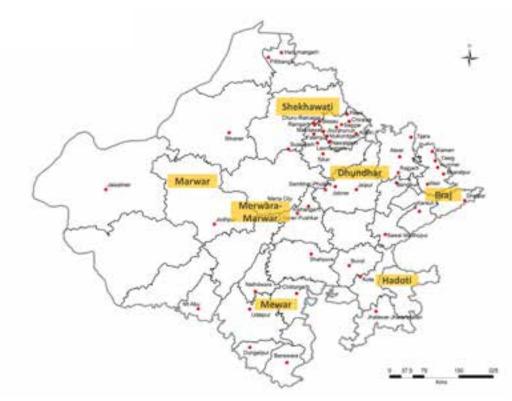
Each of the identified historic towns and cities in Rajasthan is located within one of the seven homogenous regions of the state. These towns and cities are assessed together as they have similar historic, cultural, social character, and are part of the defined tourist circuits. The regions identified for study were Shekhawati, Dhundhar, Braj, Hadoti, Mewar, Marwar and Merwara-Marwar. The towns within these regions are assessed together and recommendations are provided based on a detailed primary survey on the following four parameters:
1) Tangible heritage 2) Intangible heritage 3) Tourism 4) Stakeholders and Community

The adjacent table gives a brief overview of the identified historic towns and cities of Rajasthan, which are assessed in detail in the subsequent chapters.

SNo	Region Name	Historic Towns and Cities
1	Shekhawati	Sikar, Nawalgarh, Fatehpur, Mandawa, Churu, Jhunjhunu, Khetri, Ramgarh, Sujangarh, Lakshmangarh, Bissau, Mukundgarh, Baggar, Pilani, Chirawa
2	Dhundhar	Jaipur, Sambhar-Phulera, Jobner, Chomu, Alwar, Bandikui, Rajgarh, Tijara
3	Braj	Kaman, Deeg, Bharatpur, Weir, Karauli, Sawai Madhopur, Dholpur, Kumher
4	Hadoti	Bundi, Kota, Jhalawar-Jhalarapatan
5	Mewar	Udaipur, Chittorgarh, Nathdwara, Dungarpur, Banswara, Shahpura
6	Marwar	Jodhpur, Jaisalmer, Bikaner
7	Merwara-Marwar	Ajmer-Pushkar, Kishangarh, Merta
	Other towns	Pillibanga, Hanumangarh, Mount Abu

REGIONAL DISTRIBUTION OF HISTORIC TOWNS AND CITIES

SEVEN REGIONS IN RAJASTHAN UNDER WHICH THE HISTORIC TOWNS AND CITIES ARE ASSESSED

*Historic Towns and
Cities of Rajasthan*

Shekhawati Region

Shekhawati Region encompasses Churu, Sikar and Jhunjhunu districts and is known for its grand mansions, their architecture and fresco paintings. The towns and cities studied in this region are:

**Sikar, Nawalgarh, Fatehpur, Mandawa, Churu,
Jhunjhunu, Khetri, Ramgarh Shekhawati,
Sujangarh, Lakshmangarh, Bissau, Baggar,
Mukundgarh, Pilani, Chirawa**

Shekhawati is geographically located in the northern part of Rajasthan. The entire region consists of Sikar, Jhunjhunu and Churu districts. More than 100 villages and towns come under the Shekhawati region.

Shekhawati was established by Shekhawat Rajputs and it was ruled by Songara Rajputs until India's independence. Rao Shekha Ji from Dhundhar established his own independent kingdom with the capital at Amarsar. After him, Rao Raimal, Rao Suja and Rao Lunkaran become the rulers of Amarsar. Rao Manohar succeeded his father Rao Lunkaran and founded Manoharpur, later renamed Shahpura. Shekhawats conquered Jhunjhunu, Fatehpur and Narhar of Kaimkhanis and established their rule in 1445 until 1614. The Shekhawats and Songaras built forts in their respective provinces (thikana). More than 50 forts and palaces were built by them, of which many of them are put to commercial use today as hotels.

Shekhawat Rajputs initially introduced 'frescoes' in this region through these forts and palaces. The towns in Shekhawati are known for their grand painted mansions. This region is recognised as the "Open Art Gallery of Rajasthan" having a significant number of fresco paintings.

LOCATION OF SHEKHAWATI REGION IN RAJASTHAN

The Marwaris from Marwar were an influential business community in Shekhawati, who prospered until the beginning of the 19th century due to the caravan routes that crossed the area to reach the ports of Gujarat. However, from 1820 onwards, many left their families behind and migrated to Kolkata, Mumbai, and Chennai, which were gaining importance as the main trade centres where they had great financial success. The descendants of these rich merchants have permanently settled down in the towns and cities their ancestors migrated to. The Shekhawati region is home to a large number of Marwaris who have played a part in the economic growth of India. Today, the major trading and industrial houses of India have their roots in this region.
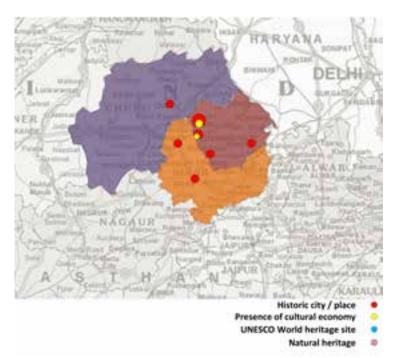
Between 1830 and 1930, these merchants erected huge mansions in Shekhawati as evidence of their success. Most of the buildings of the Shekhawati region were constructed in between the 18th century and the early 20th century. During the British occupation, traders adapted this style for their buildings. As the ultimate symbol of their opulence, the Marwaris commissioned artists to paint extensively on the walls of these buildings. These were not the usual wall paintings, but were 'fresco' paintings, which required skilled painters. These mansions, known as haveli in the local language are known for the frescoes depicting mythological and historical themes. These frescoes include images of gods, goddesses, animals, and the lives of Rama and Krishna, among others.

Key Findings
Tangible Heritage
Mansions (Haveli): The strength of tangible heritage in the Shekhawati region is the large residential mansions with fresco paintings. Spread across the region, these are owned by large business families who have mostly relocated to other cities such as Kolkata and Mumbai. These grand residences are left deserted and in poor condition. The issue of lack of maintenance has plagued the region, resulting in inefficient use of the large asset base. Some of these buildings have been adapted into museums, art and culture centres such as the Morarka Haveli in Nawalgarh and LePrince Haveli in Fatehpur. Several of these are also commercially used as hotels in Mandawa.

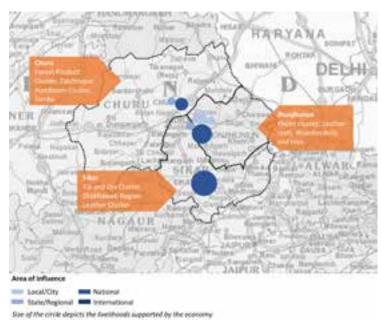**Forts and Palaces**: Every town in the region has a small fort or palace

CONCENTRATION OF TANGIBLE AND INTANGIBLE HERITAGE IN SHEKHAWATI REGION

LOCATION AND EXTENT OF ART AND CRAFT IN SHEKHAWATI REGION

that belonged to the royal family. These are being adaptively used in some towns such as in Mandawa, whereas in others they are deserted and in a dilapidated state.

Historic Core: Mansions and temples are densely concentrated in the old city areas, making them culturally rich. However, these core areas lack adequate infrastructure and services.

Water Bodies: Besides the mansions, there are large stepwells (baori) and tanks (johra) in all the towns of this region. These fall under the ULB's administration in most cases, but are in poor condition. In Sikar, the ULB has restored one such tank (johra) with its own funds.

Markets and Public Spaces: There are large active markets and public spaces in the region with narrow lanes and dense built fabric. Presently they face issues of encroachment and mobility. Many of the old buildings abutting the market streets are transformed in towns like Sikar.

Intangible Heritage

Tie and Dye and Hand Block Printing work is largely practised in the towns of Jhunjhunu, Churu and Mandawa.

Fresco Painting is a dying art form due to decreasing numbers of skilled artists, as a result endangering the authenticity of the art.

Other Crafts: There is not much demand today for crafts such as lac bangles and leather footwear, due to which the number of people employed in the sector is reducing significantly.

Festivals: Holi is the main festival celebrated all across the region. Shekhawati Utsav takes place once a year in Nawalgarh and brings artists, locals and tourists together. This 4-day festival started by the Morarka Foundation attracts about 5000–6000 people, both national and international.

Environmental Issues and water safety concerns have been observed

in towns like Churu, Sikar and Mandawa, where tie and dye work is practised on a big scale.
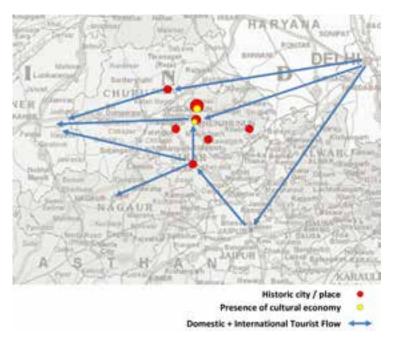
Tourism
International Tourists: The typical route followed is from Delhi or Jaipur to the Shekhawati region and then beyond to the Marwar region. The popular itineraries are Delhi-Churu-Bikaner, Delhi-Mandawa-Bikaner, Delhi-Jaipur-Sikar-Mandawa/Bikaner/Nagaur.

Domestic and Regional Tourists: Domestic tourists do not visit Shekhawati in large numbers. It is mostly the regional tourists who visit this region for the local fairs and festivals.

Mandawa is the most popular destination for international tourists in this region. Many heritage hotels and other support infrastructure have been developed here, providing employment to the local residents. Mandawa has recently gained popularity as the location for 'destination weddings'.

Churu/Nawalgarh: Though not as popular as Mandawa, Churu and Nawalgarh act as pause points in the longer journey towards

TOURIST FLOWS IN SHEKHAWATI REGION

the Marwar region from Delhi or Jaipur. Malji ka Kamra, a historic residential mansion in Churu has been converted to a 'heritage hotel' and is frequented by international tourists.

Stakeholders and Community
Civil Society Initiatives: Shekhawati region has a strong civil society base in some towns, with organisations such as the Podar Foundation in Ramgarh, Morarka Foundation in Nawalgarh and Nadine LePrince Foundation in Fatehpur. These bodies have been working towards heritage management, urban renewal and culture dissemination with commercial tools such as adaptive reuse for hotels and homestays, museums and art galleries.

Urban Local Bodies: ULBs in Shekhawati such as Sikar, Nawalgarh and Churu value their built heritage assets. Assets such as stepwells have been restored by the ULBs in Jhunjhunu and Sikar and a heritage walk was initiated by the ULB in Churu.

Business Families: They form a large part of the stakeholder group in this region, as they own a majority of the built heritage assets and their involvement is essential in the overall management of these assets.

Religious Trust: Institutions such as Ramakrishna Mission in Khetri is one of the important stakeholders.

Issues Identified in the Region: Large-scale migration of the local community to the Gulf countries to work as labour has led to reduced work force availability.

Strategic Recommendations
Based on primary surveys conducted during visits to towns and assessment of prevaling conditions, the following are the prioritised strategic recommendations for the region:

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION

Parameters		Recommendations
Tangible Heritage		**Urban regeneration projects:** Restore and adaptively reuse the traditional mansions for the public as libraries, offices, museums etc. or as heritage hotels, through a PPP model. The government proposes to revitalise the Shekhawati region through adaptive reuse of the residential mansions and other heritage buildings. This could be achieved in all regions with the government acting as a facilitator for inviting private investors with the consent of the owners of the heritage buildings. **Byelaws/Development Control Regulations** for protecting and managing the tangible heritage in the towns. The government is in the process of preparing State (Heritage Council) Rules to provide for identification documentation, conservation and regulation of heritage assets. These rules are being reviewed and improvised as per the requirement.
Intangible Heritage		**Cultural economy** in Sikar, Mandawa, Jhunjhunun, Khetri and Churu can benefit through innovation, skill development and market linkages, by collaborating with institutions in the region and design centres from across the country. **Craft centres and incubators** in special zones around the Churu-Sikar route to increase the practitioners of tie and dye and block printing. **Festivals:** Strengthen and extend the existing Shekhawati Utsav in Nawalgarh to celebrate the cultural heritage of the region, as a travelling festival in districts of Churu and Sikar.
Tourism		**Circuit development**: Identify and develop Shekhawati region as an independent tourist circuit (on similar lines of Desert Circuit). **Heritage walks**: Design and develop heritage walks along with public plazas in the towns for events, festivals etc. in Churu, Mandawa, Fatehpur and Nawalgarh. **Destination development**: There is a steady tourist flow with large numbers of international tourists; however there is a need to develop destinations on the existing routes to retain these tourists in the region for longer, instead of the current day visits.
Stakeholders and Community		**Promote existing effort of ULBs**: The heritage walk started in Churu must be revived and similar efforts should be promoted in other towns to showcase haveli architecture, fresco paintings and other assets. **Civil society organisations**: Organisations like Morarka Foundation and Shruti Foundation have a strong presence in the region and can work with local artisans and fund conservation projects. More funding can be encouraged through CSR in this regard.

■ High   ■ Medium   □ Low

Dhundhar Region

Dhundhar Region encompasses largely Jaipur, Dausa and Alwar districts. The towns and cities studied in this region are:

Jaipur, Amber, Sambhar-Phulera, Jobner, Chomu, Alwar, Bandikui, Rajgarh, Tijara

Dhundhar, also known as the Jaipur region, lies in east-central Rajasthan, and is bound by the Aravalli Range on the northwest, Ajmer to the west, Mewar region to the southwest, Hadoti region to the south, and Bharatpur and Karauli districts to the east. It includes the districts of Jaipur, Dausa, Tonk and Alwar. Ruled by the Meena kings, the region was later governed by the Kachhwaha dynasty from the 11th century. The Kachhwaha kingdom had their first capital at Dausa, then shifted to Amber (now Jaipur). Jaipur is the first planned city of the country and is known as the Pink City. In 1900, in the hey dey of the Jaipur Kingdom, the region had a total area of 40,349 sq. km. Generally liberal policies of the rulers permitted Jainism to flourish at Amber and later at Jaipur.

During the dissolution of the Mughal Empire, the armies of Jaipur were continually at war. Near the end of the 18th century, the Kachhwaha chief of Alwar and the Jats of Bharatpur asserted and liberated themselves from Jaipur and each adjoined the eastern portion of Jaipur's territory. This period of Jaipur's history is noted for its inhouse power struggles and consistent military warfare with the Marathas, Jats, other Rajput states, as well as the British and the Pindaris. However, enough wealth remained in Jaipur for the financing of fine temples/palaces, enacting of dignified traditions and ensuring the well-being of its citizens and merchant communities.
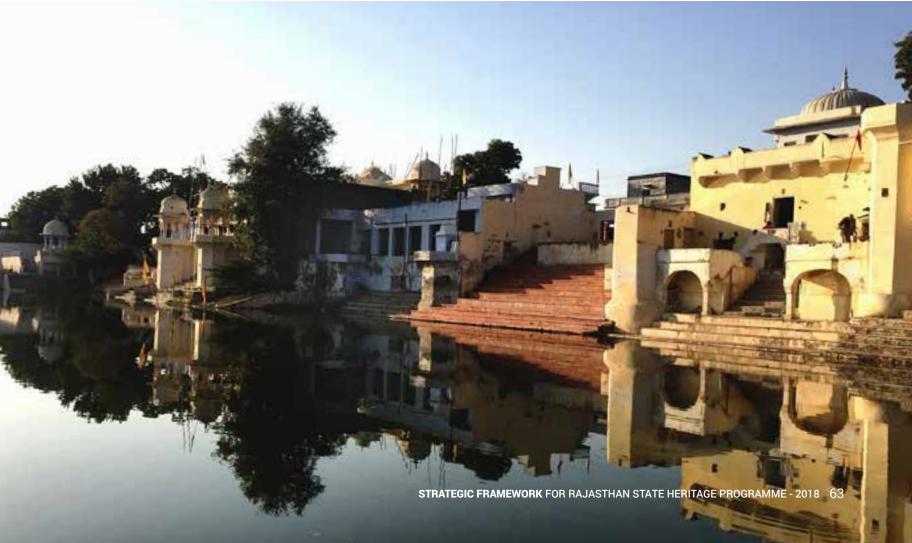
LOCATION OF DHUNDHAR REGION IN THE STATE

The region around Jaipur is known for its flourishing hand block printing work that is exclusive to the region and exported across the world, employing thousands of people. Besides that, handmade paper is also produced in the region.

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION
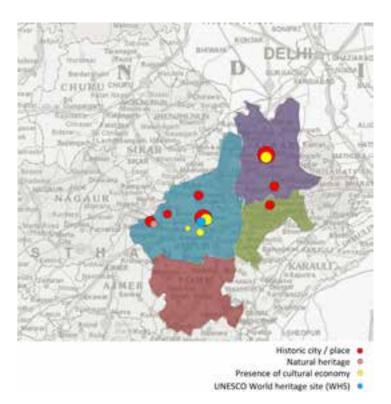
Key Findings

A. Tangible Heritage

The region, comprising of the capital city of Jaipur and small towns such as Sambhar and Jobner, has a diverse typology of tangible heritage assets.

Forts and Palaces: The forts and palaces in Jaipur and the region are world famous. The palace in Alwar is currently being used as the Collectorate Office and Museum. Jobner and Rajgarh have smaller forts.

Mansions (haveli): Residential mansions in Jaipur, Chomu, Sambhar, Alwar and Jobner form a rich asset base for the Dhundhar region. A few have been adaptively reused by the hotel industry such as those in Chomu whereas others such as in Sambhar and Jobner remain deserted and largely under visited.

LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN DHUNDHAR REGION

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION

Stepwells (baori): Bandikui with its proximity to the Chand Baori at Abhaneri receives large-scale enroute visitation.

Natural Heritage: Sariska National Park close to Alwar brings in large numbers of tourists to the area.

Open spaces and streetscape: Jobner has large open spaces that have the potential to be developed as public places for the town, to attract residents every day as well as during large festivals. Jaipur with its historic markets is famous for its planned streetscape, where projects are already underway. Alwar too has an active market space in the old city area.

Churches: Bandikui, unlike other towns in Rajasthan, has colonial churches, cathedrals and residential quarters.

B. Intangible Heritage

Handicrafts: The intangible heritage in the Dhundhar region comprises of handicrafts such as leather shoemaking in Jobner and

Area of influence

| Local/City | National |
| State/Regional | International |

Size of the circle depicts the livelihoods supported by the economy

LOCATION AND EXTENT OF ART AND CRAFT IN THE DHUNDHAR REGION

Alwar, lac bangles in Jobner, earthen pots in Bandikui and handmade paper in Sanganer. However, these are dying crafts and the number of practitioners is dwindling.

Textiles: Block printing in Sanganer and Bagru employs large numbers of people, some of which are from outside the state. The crafts in and around Jaipur have international reach. Some units have tied up with national and international brands, export houses and online platforms to provide a continuous supply of material.

Direct Market Linkage is a problem, as can be seen in the entire state, as existing mechanisms such as fairs and festivals do not have a transparent allocation system and some units find it hard to participate in them. Most artisans have cards issued from the Industries Department but with no direct benefits.

Tourism
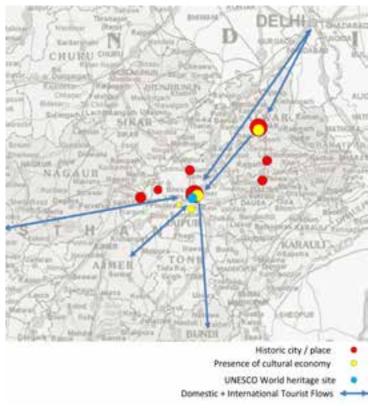
International Tourists: Mainly visiting Jaipur, they either start their journey from Delhi or Jaipur itself. Onwards from here, the tourists follow different itineraries including Ajmer-Pushkar, Bundi and the Desert Circuit. Small places like Bandikui, Sambhar, Chomu, Alwar and Neemrana, which are close to Jaipur, also figure on the itineraries of international tourists.

Domestic Indian Tourists: They follow the conventional route of Jaipur-Ajmer-Pushkar-Jodhpur-Jaisalmer, with very few of them exploring towns beyond these cities.

Domestic Regional Tourists: Places like Jobner are only visited by regional tourists for religious fairs and events which are held once a year. Regional tourists also visit Sambhar for the fair/festival at Devyani Sarovar and Sharmishtha Sarovar.

Jaipur: It is the most visited city in the state, and the tourism sector employs large numbers of people as tour guides at various tourist sites, local transport providers for tourists (taxis, buses), and in the hotel industry, which includes heritage hotels.

Chomu: Some tourists prefer staying at Chomu and visit Jaipur during the day, because it is economical and also close by.

TOURIST FLOW IN DHUNDHAR REGION

Bandikui: The small-scale informal economy at the site of Chand Baori at Abhaneri is driven by tourism.

Alwar: Tourism economy is directly linked to the Sariska Tiger Reserve.

Stakeholders and Community

Civil Society: In Jaipur, the civil society is largely aware of its heritage value due to huge international interest (UNESCO Creative City), funding in the sector and its image as a heritage city; whereas those in towns of Jobner, Sambhar, Alwar and Rajgarh are less aware and sensitive to the presence of heritage and the value associated with it.

Royal Families: The royal family of Jobner owns most of the land in the town and maintains the assets. The Jaipur royal family too owns large assets and runs museums and galleries in the city.

Jaipur: Jaipur has a large number of NGOs working in the sector of heritage management and promotion, such as the Jaipur Virasat Foundation, hotel chains such as ITC, Taj, which influence tourism, and organisations such as Jawahar Kala Kendra, which promote the art and crafts of the State. There are also large industries and real estate developers in the region that have a stake in city development.

Sambhar: The Salt Board in Sambhar has a primary stake in development activities in the town, and owns a large part of the land.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing conditions and gaps, the following are the prioritised strategic recommendations for the region:

Parameters		Recommendations
Tangible Heritage		• **Open space**: Small towns like Jobner have large open spaces that have tremendous potential for urban vibrancy; these need to be retained through proper focus in the Heritage Management Plan. • **Adaptive reuse**: Sensitive adaptive reuse of heritage buildings in Chomu, Sambhar and Bandikui is required for better maintenance and subsequent revenue generation. • **Stepwells**: Rajgarh has stepwells owned by the ULB that need revival and integration in the Heritage Management Plan.
Intangible Heritage		• **Festivals**: Jobner absorbs a floating population of 1,00,000 during the Jobner Jwala Mata festival. Strengthening of tourist facilities is required during such local fairs. Small towns do not have the infrastructure needed to handle such large crowds. • **Handloom and textiles**: Direct market linkage and online sale of handicraft and handloom units in and around Jaipur is a necessity. Transparency in allotment of stalls during fairs and festivals organised by the state is the immediate intervention required.
Tourism		• **Develop circuit**: Identify and develop a tourist circuit around **Alwar-Abhaneri-Jaipur.** International tourists now arrive in Alwar (for the Sariska Tiger Reserve) or in Jaipur, and visit Abhaneri (Chand Baori) during the day. The circuit can be extended to include Sambhar (Sambhar old town and Salt Lake) and then can be connected to Ajmer.
Stakeholders and Community		• **Enhance destinations**: Enhance Sambhar as a tourist destination. It is necessary to sustain tourist flow in the medium and long run (Swadesh Darshan). • **Integrate Alwar town** in tourism itinerary of visitors to Sariska, who currently have a fixed itinerary to stay in or around the Tiger Reserve. Visit to Alwar can be integrated to this, in order to spend more time in the town. • **Civil society organisations**: Jaipur has many active civil society bodies such as Virasat Foundation and organisations such as INTACH that can be involved in projects in the region. Awareness campaigns and activities with artists may be done in partnership with them. • **ULB**: Capacity building and training workshops can be held in smaller ULBs such as Rajgarh, Jobner to create awareness about cultural heritage and build ownership, as well as to develop management techniques. • **Institutions**: Jaipur has a large number of national level design, architecture, planning and management institutions that can be partnered with for capacity building programs and preparation of heritage management plans.

■ High ■ Medium □ Low

Braj Region

Braj Region encompasses Sawai Madhopur, Karauli, Bharatpur and Dhaulpur
districts. The towns and cities studied in this region are:

**Sawai Madhopur, Weir, Karauli, Bharatpur,
Kaman, Deeg, Dhaulpur, Kumher**

The region covers the eastern zone of Rajasthan with districts of Sawai Madhopur, Karauli, Bharatpur and Dhaulpur. The region lies on the southeastern side of the Aravallis and encounters a composite climate, with extreme weather conditions as per the seasons.

Geographically and culturally, 'Braj bhoomi' is a part of the Ganges-Yamuna-Doab (Ganges valley and upper Indus) region, which has had an extensive influence on the entirety of Indian subcontinent culture. The region lies well within the golden triangle of Delhi-Jaipur-Agra.

LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN BRAJ REGION

Forts and Palaces: Weir, Karauli, Bharatpur and Sawai Madhopur have forts, whereas Deeg is known for its palace. Ranthambhore fort is a UNESCO World Heritage Site and attracts large number of tourists.
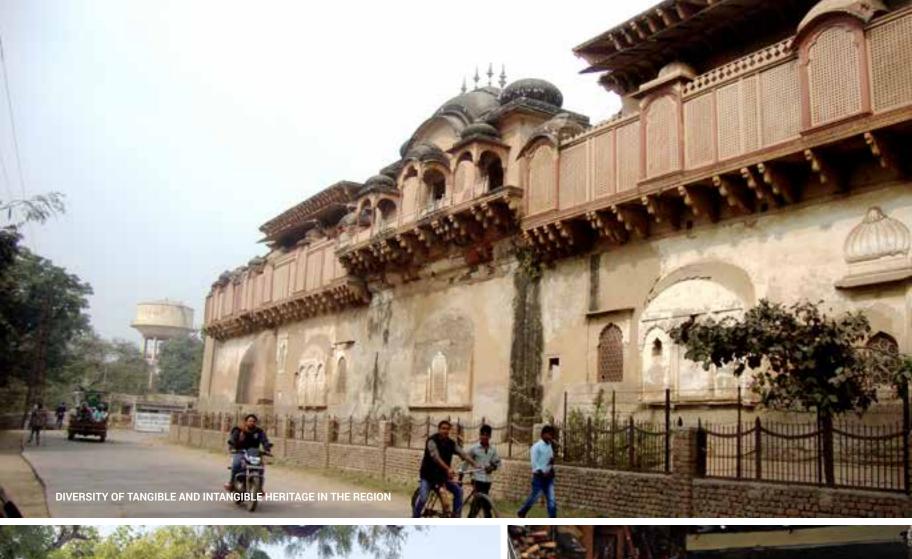
Water Bodies: All towns in the region have stepwells and tanks. Karauli and Deeg are known for their large water bodies.

Historic Core: Karauli is known for the uniform nature of its old town.

LOCATION OF BRAJ REGION IN RAJASTHAN STATE

Key Findings
Tangible Heritage
Natural Heritage: This region is primarily known for its two natural heritage assets, Bharatpur Bird Sanctuary and Ranthambhore National Park, both of which attract large number of tourists during the season.

Temples: The region lies on the Braj religious circuit with proximity to Mathura and Agra, and has a high influx of religious tourists. Almost all towns have large temples managed by respective trusts.

Intangible Heritage
Textiles: Sawai Madhopur and Deeg are centres of intangible heritage in this region. Known for hand printing, embroidery and patch work, Sawai Madhopur employs a large population in this sector and also has an active crafts cluster.

Ironware: Deeg is famous for iron utensils and other kitchenware, the demand for which is slowly reducing.

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION

LOCATION AND EXTENT OF INTANGIBLE HERITAGE IN BRAJ REGION

The cultural economies in the districts of Sawai Madhopur, Karauli and Bharatpu

Area of influence
- Local/City
- National
- State/Regional
- International

Size of the circle depicts the livelihoods supported by the economy

TOURIST FLOWS IN BRAJ REGION

Link between historic cities / locations ——
Historic city / place ●
Presence of cultural economy ●
UNESCO World heritage site ●
Domestic + International Tourist Flow ←→

Tourism

International Tourists: They mainly visit the Ranthambhore National Park near Sawai Madhopur and the bird sanctuary in Bharatpur. The other attraction for them is the Braj Holi festival, where tourists generally arrive from Delhi or Jaipur.

Domestic Indian and Regional Tourists: They visit this region for the Ranthambhore National Park, Bharatpur bird sanctuary, Braj Parikrama and Vallabh Sam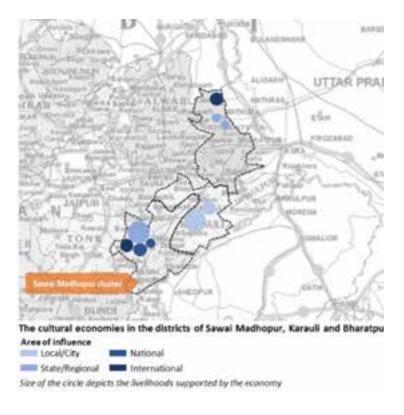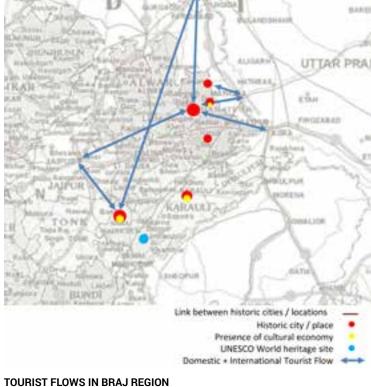praday Yatra. They arrive from Jaipur, Delhi, Mathura and Agra, and usually take a night halt at Bharatpur and visit Karauli, Kaman and Deeg as a part of the parikrama.

Sawai Madhopur: The tourism linked economy in Sawai Madhopur is based on the transport facilities arranged for tourists visiting Ranthambhore National Park and on guides for the tourist groups.

Transport is generally arranged privately by the hotels and they have a 5-year contract with the Forest Department. Sawai Madhopur Tourist Reception Centre (TRC) has 35 trained guides for the Ranthambhore Fort and 125–150 guides for the national park safari.

Bharatpur: Tourists usually visit the bird sanctuary. The Forest Department has contracted 123 battery operated vehicles inside the sanctuary. The TRC has a record of 100–125 guides being formally recruited under them.

Stakeholders and Community

Civil society: There is a general lack of awareness in the cities of this region about their heritage assets and their associated value.

State departments: Forest and Tourism departments play a leading

role in the region for development work due to the presence of the national park and bird sanctuary.

NGOs: Lupin Foundation, Bharatpur plays an important role in socio-economic development related work in the region.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing condition, the following are the prioritised strategic recommendations for the region:

Parameters		Recommendations
Tangible Heritage		**Strategic projects** can be developed in Bharatpur, Deeg and Sawai Madhopur around the heritage assets with a focus on **upgrading the overall infrastructure in the towns for a better experience for tourists, visitors and pilgrims.** Restore **Ranthambhore fort** with the Forest and Tourism Department and develop support infrastructure and facilities for tourists and visitors.
Intangible Heritage		**Crafts**: Along with the preservation of natural heritage, industrial clusters and NGOs working in Sawai Madhopur and Deeg in the craft industries (carpet Weaving, textiles etc.) should be empowered to expand and increase employment.
Tourism		**Tourism infrastructure**: Despite the large number of tourists in the region, tourism infrastructure and connectivity is still relatively poor and needs improvement.
Stakeholders and Community		**IEC activities:** These should be planned for community awareness. This could help in better maintenance and management of the heritage assets in towns and the overall upgradation of the town's environment. Existing NGOs such as that in Bharatpur can be involved in these activities.

■ High   ■ Medium   □ Low

Hadoti Region

Hadoti Region encompasses Kota, Bundi, Baran and Jhalawar districts. The towns and cities studied in this region are:

Kota, Bundi, Jhalawar-Jhalarapatan

T he Hadoti region has an interesting history. The name of the region itself derives from the Hada Rajputs, who form a branch of the great Chauhan Rajput clan.

Hadoti is a treasure house of art and sculpture. Archaeological wonders can be found in the temples that are situated all across the region. It comprises Bundi, Kota, Baran and Jhalawar. Bundi in particular, is an important city bearing witness to some of the striking art and architecture of Rajasthan. It is located in a narrow encompassing gorge.

Due to the presence of the river Chambal, the area experiences a semi-arid climate and has numerable waterfalls, lakes, stepwells (baori), tanks (kund, johra), etc. Hadoti region is a primary centre for migratory birds from various countries like China and Russia. They arrive in October when the temperature decreases and leave by March when the temperature starts rising again.
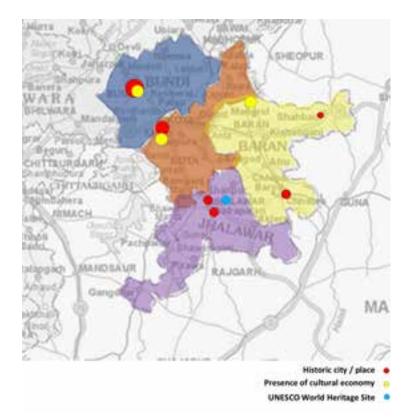
Key Findings
Tangible Heritage
Forts: Known for its majestic forts such as the one at Bundi and

Historic city / place ●
Presence of cultural economy ●
UNESCO World Heritage Site ●

LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN HADOTI REGION

LOCATION OF HADOTI REGION IN RAJASTHAN STATE
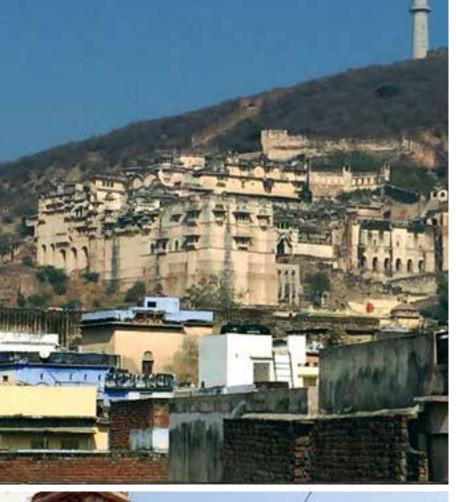
Gagron fort in Jhalawar (UNESCO World Heritage Site), this region is strong in individual built heritage assets.

Old Town: The old town of Bundi and its evolved water management system, which includes stepwells and lakes attracts crowds from across the world. However, the historic cores of Kota, Jhalawar and Bundi, which are rich in heritage structures, are suffering from the ill effects.

Temples: Jhalawar-Jhalarapatan has several religious structures and the town attracts crowds from across the world who come to experience the distinct rituals such as the ringing of bells practised here.
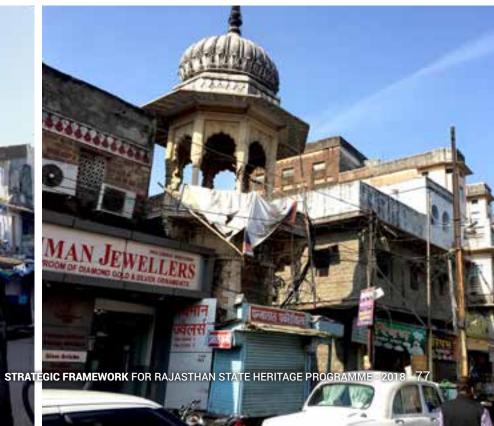
Intangible Heritage
Textiles: One of the most well known textiles of Rajasthan, Kota doria

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION

Area of influence
- Local/City
- National
- State/Regional
- International

Size of the circle depicts the livelihoods supported by the economy

LOCATION AND EXTENT OF CULTURAL ECONOMY IN HADOTI REGION

comes from this region. With an international reach and almost half of the state's handloom population employed in the sector, Kota doria is a large income source for the region. Facing a threat from powerlooms and impending loss in employment, some units have retained the hand weaving skills. They are mainly practised in the villages of Mangrol and Kaithoon.

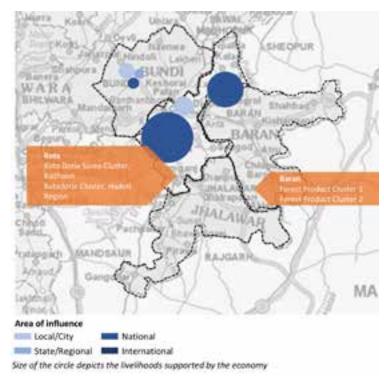**Miniature painting**: Bundi is well known for its miniature painting school, even though there are few practitioners of the art now.

Crafts: Bundi is known for lac bangles and leather footwear, but the number of artisans is reducing with time.

Festivals: The Holi festival in Bundi is popular all over the world and attracts many visitors, specially from Europe.

Tourism
International tourists: They travel from Jaipur and Sawai Madhopur
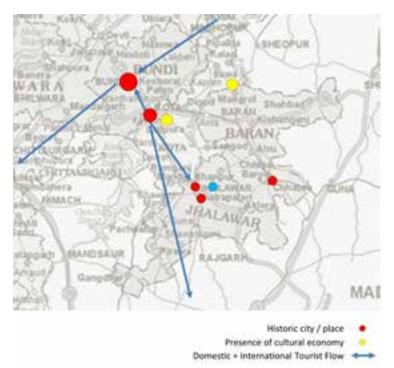
to Bundi and spend two nights on an average in Bundi. Kota acts as the link if tourists are arriving from Madhya Pradesh.

Domestic Indian and Regional Tourists: The Domestic or Indian tourists follow either the route from Udaipur-Chittorgarh-Kota, Jaipur-Bundi-Kota or Sawai Madhopur-Kota-Indore.

Festivals: The Dussehra festival celebrations which go on for 20–30 days in Kota, and the Holi festival in Bundi attract a large number of people from the nearby regions as well as from across the country and world.

Ecotourism is an emerging concept that the Tourism Department wants to explore in the Hadoti region. The sites being considered are Mukundarah Tiger Reserve, Chambal river, Kota dam, crocodile sanctuary. The Forest Department also has plans to connect Bundi to Ranthambhore sanctuary for a higher footfall.

Bundi: Bundi is a favourite amongst the international tourists visiting

- Historic city / place
- Presence of cultural economy
- Domestic + International Tourist Flow

TOURIST FLOWS IN HADOTI REGION

Rajasthan, especially French tourists. The average number of nights spent in Kota by an international tourist is 2–3. As a result, a lot of the traditional mansions have been converted to hotels or paying guest accommodation to cater to this large number of tourists. The Taragarh fort as well as other attractions are also well maintained owing to such large number of visitors.

Stakeholders and Community

Stone mining community: Kota is rich in stone and has large stone mining companies that have a stake in the region.

INTACH also has an active chapter in Kota.

Real Estate groups such as Adani have large-scale works in Bundi and Jhalawar.

Jhalawar also has a **royal family** that owns a few assets.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing conditions, the following are the prioritised strategic recommendations for the region:

Parameters	Recommendations
Tangible Heritage	**Infrastructure in old towns**: Improvement of basic services in Bundi is recommended as an immediate step to manage the rich heritage of the historic core. Furthermore, there is a need for improvement in basic infrastructure and services in Jhalarapatan town. **Region Development**: Develop **"Bundi - Kota - Jhalarapatan - Gagron heritage region"** Identify and develop 'place making catalyst projects' along the corridor. Gagron fort will act as a catalyst to attract international tourist flow beyond Bundi. The historic core can be developed as a heritage destination along the corridor.
Intangible Heritage	**Handicraft promotion**: Promotion of places like Bundi for its natural heritage and handicraft industries, especially lac bangles and leather footwear, by establishing linkages between artisans and design schools and institutions.
Tourism	**Integrate tourism with heritage management**: In lieu of a tourism plan and 'Smart City' initiatives, heritage management should be integrated in the planning systems in order to sustain international tourist flow in the short and long run. Kota is known as an industrial and educational centre. The tourism department plans to take up initiatives focusing on natural assets around Kota. Integrating heritage management will boost tourism and help conserve and manage the heritage assets.
Stakeholders and Community	**Investment**: Finding local or regional private sector investment will be challenging but can be promoted through workshops and fairs, by inviting stakeholders such as large stone mining companies in the region. State funds will need to be accessed in the region as well.

■ High   ■ Medium   □ Low

Historic Towns and Cities of Rajasthan

Mewar Region

Mewar Region encompasses Udaipur, Chittorgarh, Rajsamand, Dungarpur, Banswara and Bhilwara districts. The towns and cities studied in this region are:

Udaipur, Chittorgarh, Nathdwara, Banswara, Dungarpur, Shahpura

Mewar, a region in the southcentral part of Rajasthan, for centuries was known as the Rajput kingdom of Mewar or Udaipur that later became a princely state under the British rule.
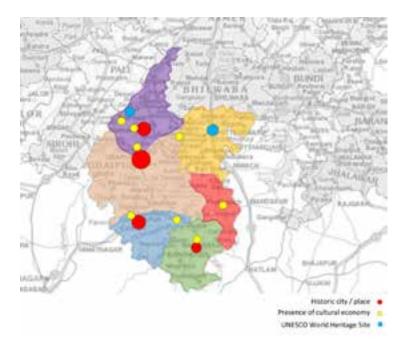
The northern part of Mewar is a gently sloping plain, drained by the Bedach and Banas River and its tributaries, which empty into the Chambal River, a tributary of the Yamuna. The southern part of the region is hilly, and marks the divide between the Banas and its tributaries and the headwaters of the Sabarmati and Mahi rivers. The Aravalli Range forms the northwestern boundary of the region, composed mostly of sedimentary rocks, like marble and Kota stone, which has traditionally been an important construction material.

The region is part of the Kathiawar-Gir dry deciduous forests' eco-region. Protected areas include the Jaisamand Wildlife Sanctuary, the Kumbhalgarh Wildlife Sanctuary, the Bassi Wildlife Sanctuary and the Sitamata Wildlife Sanctuary. Mewar has a tropical climate, with an average rainfall of 660 mm/year.

The major districts of the region are: Udaipur, Chittorgarh, Rajsamand, Banswara, Dungarpur and Bhilwara.

LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN MEWAR REGION

LOCATION OF MEWAR REGION IN RAJASTHAN STATE
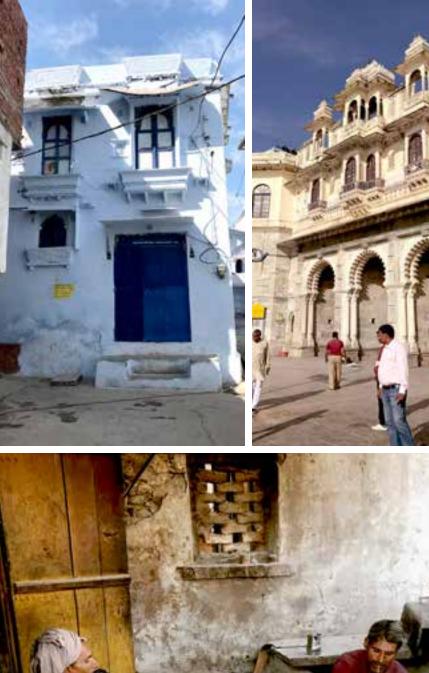
Key Findings
Tangible Heritage

Forts and Palaces: Mewar region is rich in tangible heritage – specifically forts and palaces. With both Kumbhalgarh and Chittorgarh, UNESCO World Heritage Sites located here, there is a large influx of domestic and international tourists. Udaipur has the formidable City Palace. Banswara has a privately owned palace that is not maintained at present, but has the potential to be developed to encourage tourist visits.

Temples: The temple in Nathdwara is the driving tangible heritage asset in the town that attracts thousands of domestic tourists to the town each month.

Markets: Udaipur has an active markets and other recreational spaces along the water bodies. The main market area around the temple in Nathdwara is an actively used space but has issues concerning mobility and encroachment.

Historic Core: The Udaipur historic core is rich in built heritage, but

DIVERSITY OF TANGIBLE AND INTANGIBLE HERITAGE IN THE REGION

because of the large number of tourists in the densely populated area, the residents have flagged off concerns regarding mobility. Dungarpur town has an active market space and ranks the highest in terms of maintaining overall cleanliness.

Intangible Heritage

Handicrafts: Rich in intangible heritage, this region is known for its handicrafts such as stone carving, marble sculpture, terracotta work, jewellery making, woodcarving as well as miniature painting in Nathdwara. Molela in Rajsamand district is a village which started with tribal sculptures in terracotta and has now widened its reach countrywide with displays at several railway stations and airports, with self-developed linkages.

Textiles: Akola village in Chittorgarh district has a few block printing units that supply to large fashion houses, while others produce for local markets.

Festivals: The district of Banswara, which has a large tribal

population, witnesses the annual Baneshwar festival that attracts lakhs of visitors from the region.
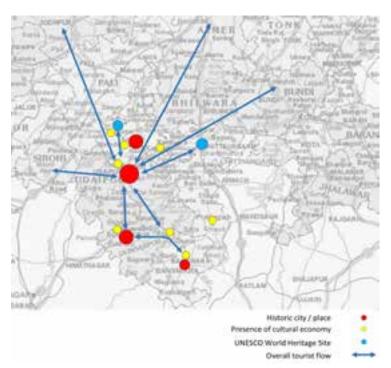
Issues of work conditions and dwindling numbers of artists: Sompura area of Dungarpur and Talwara area of Banswara have a community of stone carvers who sculpt products for local as well as national and international markets. The communities live and work in poor conditions and they face health and infrastructure problems. Thewa kala, another craft practised in nearby Pratapgarh also has a few families practising the craft.

Tourism

Udaipur is the major driver for tourism in the region, attracting double the number of tourists as its population, both domestic and foreign.

Hill Forts: The hill forts of Chittorgarh and Kumbhalgarh are at a short driving distance from Udaipur and attract large numbers of tourists.

Religious tourism: The districts of Banswara and Dungarpur attract

LOCATION AND EXTENT OF INTANGIBLE HERITAGE IN MEWAR REGION

TOURIST FLOWS IN MEWAR REGION

fewer tourists compared to other areas due to their backward economy and less concentration of heritage. Tourist traffic here is purely domestic and religious.

Fairs: The Baneshwar fair in Banswara attracts a large number of domestic tourists in February each year.

Stakeholders and Community

Udaipur: The wide range of stakeholders in Udaipur is the city's strength, with an active royal family running the Maharana Mewar Charitable Fund, active elected representatives who are involved with different projects with the ULB; also local NGOs, such as Sewa Mandir, in the sector of heritage management and skill development. The city also has the presence of large hotel chains such as ITC, Taj and Oberoi groups fetching potential investments for the city. Hindustan Zinc is a primary stakeholder in the region with large land holdings.

Banswara and Dungarpur districts are primarily tribal and low on Human Development Index (HDI) values. They also have a poor stakeholder base in heritage management.

Nathdwara: The temple trust in Nathdwara is one of the key patrons in the town. The region has a high concentration of cement and marble companies as well as real estate developers such as Miraj Construction.

Chittorgarh: Large stone companies and real estate developers can form drivers of investment in the town.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing conditions, the following are the prioritised strategic recommendations for the region:

Parameters		Recommendations
Tangible Heritage		**Improvement of basic services** in Banswara, Nathdwara, Dungarpur a. Old city cores can be developed as heritage destination. b. Condition of built heritage assets in these towns needs to be improved; the stepwells and palaces specifically. **Fort management**: Review and improvise the existing management plans for Chittorgarh and Kumbhalgarh forts for more efficient organisation of resources. **Mobility Plan** for Udaipur city: Udaipur has large number of tourists visiting the historic core. Narrow lanes and commercial activity leads to congestion. Multi-level parking spaces have been developed in the old city. However, there is a need to prepare a holistic mobility plan for the town; the historic core in specific.
Intangible Heritage		**Develop Udaipur – Kumbhalgarh – Dungarpur – Chittorgarh as a Heritage region focusing on intangible heritage** Strengthen the **Molela** terracotta pottery craft with better connection to Udaipur and Chittorgarh, for attracting tourists to the village. Develop the stone craft of Dungarpur; integrate it into the heritage walk for the city, as the craft needs a momentum and better connectivity with the main town.
Tourism		**Infrastructure in forts**: Develop tourist activities and better tourist facilities such as signage, audio guides, events for visitors in both the forts (Kumbhalgarh and Chittorgarh). Transport facilities for visitors such as e-rickshaws within the fort campus is necessary.
Stakeholders and Community		**Partnerships with existing NGOs**: Udaipur has a large number of NGOs and CBOs working in the heritage management sector and skill training. These can be involved in the programme for knowledge dissemination and skill training in the crafts sector, as well as awareness generation activities.

■ High   ■ Medium   ☐ Low

*Historic Towns and
Cities of Rajasthan*

Marwar Region

Marwar Region encompasses Jaisalmer, Barmer, Jodhpur districts.
The towns and cities studied in this region are:

Jodhpur, Jaisalmer, Bikaner

resent day Jodhpur and adjoining districts were known as the ancient kingdom of Marwad (Marwar), the Land of Death. It was the largest kingdom in Rajputana and the third largest of the Indian kingdoms, after Kashmir and Hyderabad. Jodhpur, former capital of the Marwad state, retains much of its medieval character till date. Beginning in 1549, when the city was known as Jodhagarh, the Rathor clan of Rajputs fought and ruled from the virtually impregnable fort of Mehrangarh until their territory covered approximately 90,000 sq. km., making it the largest Rajput state.

Marwar is one of the prime socio-cultural regions, located on the western side of the Aravallis. The physical terrain on either side of the Aravallis governs the climatic strata of the region, which indirectly affects the socio-cultural balance of the state.

Marwar is largely an arid wasteland suitable only for raising goats and camels. The region has very low rainfall, in the range of 10–40cm. Most of the region is covered with shifting sand dunes. The Luni is the only river running through this region, and most areas, the ground water is impregnated with salt.

Major districts that comprised the entire region are: Jodhpur, Jaisalmer, Barmer, Jalore and Pali; and for the purpose of this study Bikaner is included as well.
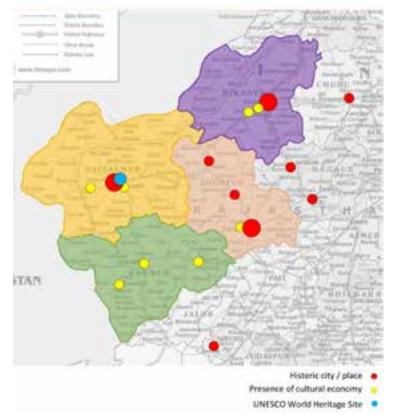
LOCATION OF MARWAR REGION IN RAJASTHAN STATE

Key Findings
Tangible Heritage

The cities and towns of **Jodhpur, Bikaner and Jaisalmer** are rich in built heritage that includes large forts such as Mehrangarh, Junagarh and Sonar Qila (Jaisalmer fort), palaces, mansions and active markets.

Jodhpur, known as the 'Blue City', gets its name from the predominant indigo colour of buildings in the walled city. It has large markets such as the one around the clock tower (ghantaghar), stepwells and large mansions some of which have been converted into heritage hotels. There is an existing heritage walk in the city that is popular. The historic core of Jodhpur is under threat due to heavy vehicular traffic and lack of basic infrastructure. Insensitive control regulations may threaten the very nature of the markets and streetscapes.
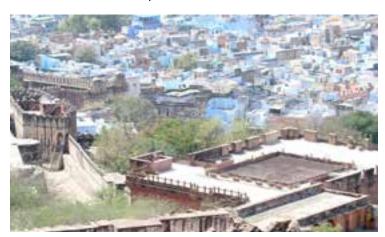
LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN MARWAR REGION

Jaisalmer fort is the only living fort in the state with a large population residing inside the fort premises. Large numbers of tourists who show a keen interest in the homestays here visit this fort. Approximately 30 km away from Jaisalmer are the sand dunes where the desert landscape begins, visited by almost all visitors. Other small villages such as Kanoi form a part of the guided tour in the region.

Bikaner fort is the only fort located in the city. The old city area, even though rich in mansions (haveli) such as the Rampuria area, has not been exploited for its tourism potential. Bikaner has active markets that are crowded and congested during peak hours.

Both Jodhpur and Bikaner have established laboratories for conservation of manuscripts and other historical documents.
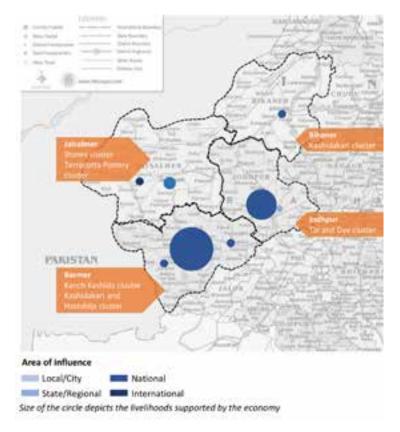
Intangible Heritage

Embroidery: Barmer, even though not a part of the State Heritage Programme, is the hub of intangible heritage in the region. Rich in embroidery and patchwork, the products are supplied all over the state and country. Barmer employs a large number of artisans.

Music: Musicians known as the Manganiyars have their villages in this region. Their living conditions are extremely poor with low demand for their art in the country.

Festivals: Jodhpur hosts an international festival of music in collaboration with the Mehrangarh Trust, attracting a large number of visitors. Jaisalmer also hosts the Desert Festival and the Maru Utsav bringing together lakhs of people.

Stonework: Jaisalmer is rich in stone, and the stone craft industry

DIVERSITY OF TANGIBLE HERITAGE IN THE REGION

LOCATION AND EXTENT OF INTANGIBLE HERITAGE IN MARWAR REGION

is active with an established cluster for a large number of stone carvers.

Handicrafts: Bikaner is known for the ustah kala, which is a camel leather craft for daily use and decorative objects. It also has a few lac bangle makers in the city. Communities practising carpet weaving and pottery are located on the outskirts of Jodhpur.

Intermediaries' Economy: Jodhpur has large craft houses that produce goods in surrounding villages and supply in national and international markets. The intermediaries' economy is strong, due to which the artisans do not benefit directly or completely.

Health: Jodhpur old city is home to a large community of tie and dye workers who face health and environment problems.

Tourism

The Desert Circuit is the most visited circuit in Rajasthan, both by domestic and foreign tourists.

Jodhpur: With an airport in Jodhpur, the city forms the entry point for tourists from across the country, who then travel further by road or rail to Jaisalmer and Bikaner.

Bikaner is accessed by road from Delhi and other parts of north India via the Shekhawati region, with a night halt at either Mandawa or Churu.
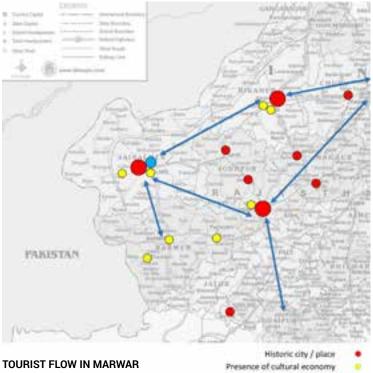
A small number of tourists visit Barmer from Jaisalmer or Jodhpur, either during the Cattle Fair or due to an interest in the craft clusters.

The Jaisalmer Desert Fair and Bikaner Camel Fair attract lakhs of tourists in the months of February and January respectively.

There is a potential to develop the connection between Jodhpur and Bikaner, by strengthening other destinations on the route, such as Phalodi.

Stakeholders and Community

Royal Families: Both Bikaner and Jodhpur have royal families who

TOURIST FLOW IN MARWAR REGION

Historic city / place ●
Presence of cultural economy ●
UNESCO World Heritage Site ●
Overall tourist flow ⟷

are involved in city management and heritage related initiatives. The public and private trusts in these cities manage the heritage assets and host a range of events throughout the year.

Community based organisations: Bikaner has an active community led action group which takes up city level improvement work.

Tour Operators: Jaisalmer has a prevalent network of tour operators and service providers, as the economy of the town is largely dependent on tourism.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing conditions, the following are the prioritised strategic recommendations for the region:

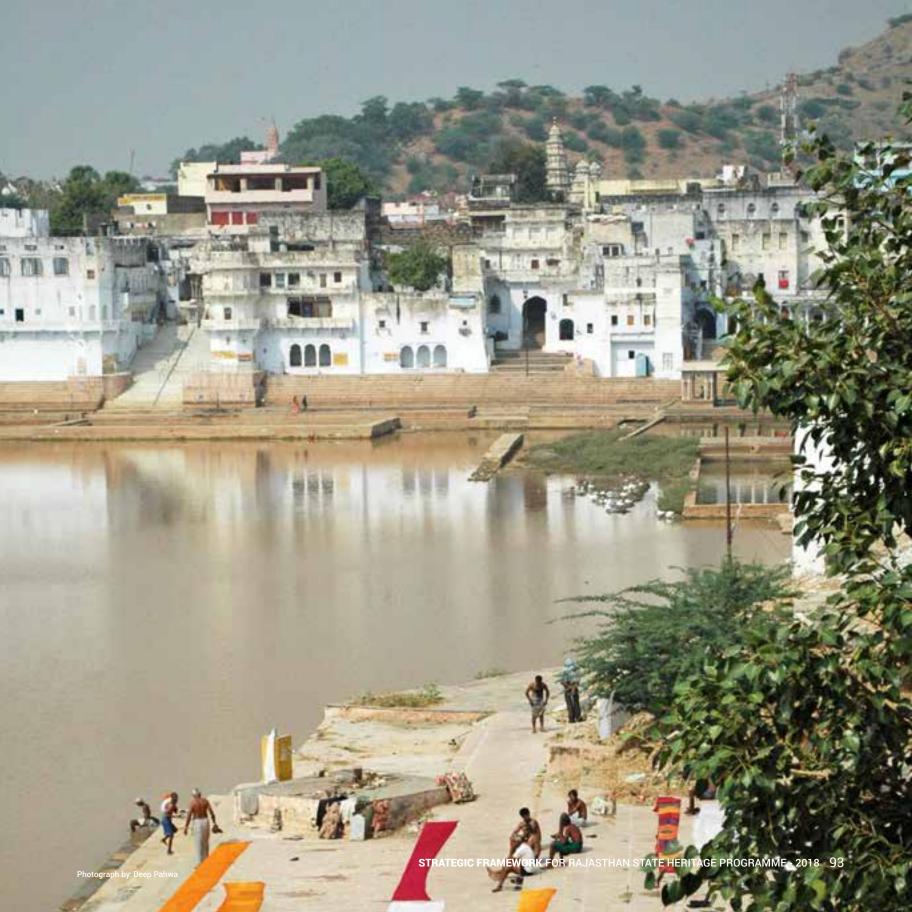| Parameters		Recommendations
Tangible Heritage		**Heritage walks**: Strengthen and promote the presently designed **heritage walks** in Jodhpur and Bikaner. **Infrastructure improvement**: Basic civic infrastructure and tourism infrastructure improvement is needed in Jaisalmer. **Develop strategic projects** to enhance tourist experience in Bikaner by including bazaar trails and Sound and Light show at the Junagarh fort. The fort is presently disconnected from city activities and can form the catalyst to promote tourism if activities are integrated with the city. Propose **adaptive reuse of the grand mansions** at Bikaner and incorporate more comprehensive development strategies for the same.
Intangible Heritage		**Festivals**: Major festivals like the World Sacred Spirit Festival (Sufi Festival), Marwar Mahotsav, Camel Fair and others at Jodhpur and Bikaner have caught worldwide tourist attention. The Rajasthan International Folk Festival is supported by the Mehrangarh Trust. Such festivals may be expanded to smaller towns in the region. **Crafts**: Jodhpur's furniture, handicraft, tie and dye industries are major export economies and thus have potential for expansion. Furthermore, the carpet weaving (durries) industries at Barmer can become a focal point to develop creative industrial clusters.
Tourism		**Improve connectivity** between Jodhpur and Bikaner even by promoting culturally rich towns such as Phalodi and Nagaur. **Expand and strengthen** the existing Jodhpur-Bikaner-Jaisalmer tourist circuit a. Develop the destinations of Nagaur and Phalodi b. Integrate existing craft villages around Jaisalmer and Barmer c. Identify and develop place making catalyst projects d. Create special zones attracting creative and cultural industries and institutions **Tourist link between Jaisalmer and villages such as Kanoi**, known for its indigenous music is weak. Such connections to cultural assets in the Barmer district can be enhanced.
Stakeholders and Community		**Private investment:** Strategise to attract private investors to support the activities of Mehrangarh Trust in collaboration with the local bodies through the medium of the festivals and heritage walks. **Collaborate with existing NGOs** such as Lokayan in Bikaner, which is already working in the field of heritage management and city-level service improvement through initiatives such as a heritage walk in the old city.

■ High   ■ Medium   □ Low

Historic Towns and Cities of Rajasthan

Merwara-Marwar Region

Merwara-Marwar Region comprises largely of the Ajmer and Nagaur districts. The towns and cities studied in this region are:

Ajmer, Pushkar,
Kishangarh, Merta City

The central part of Rajasthan is referred to as the Merwara-Marwar region, with prominent Mughal art and architecture. Ajmer and Nagaur districts predominantly form this region.

The cities of Ajmer, Kishangarh, Pushkar and Merta City are major destinations for visitors. The outskirts of Pushkar have a concentration of world class resorts and destinations for leisure activities.

This region was a former province of British India. The territory was ceded to the British by Daulat Rao Sindhia by a treaty on 25 June, 1818. It was under the Bengal Presidency until 1936 when it became part of the Northwestern provinces comissionerate in 1842. Finally, on 1 April, 1871 it became a separate province known as Ajmer-Merwara-Kekri. It became a part of independent India on 15 August, 1947 when the British left India.

Key Findings
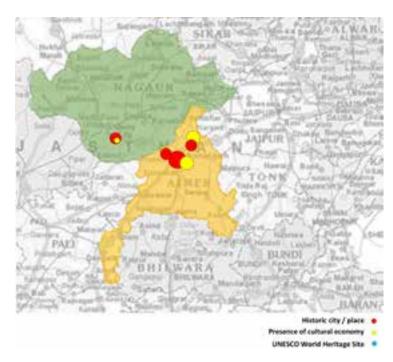
Tangible Heritage

Religious buildings: The region, which comprises of Ajmer, Pushkar, Kishangarh and Merta City is of religious significance because of the Dargah Sharif at Ajmer, Brahma temple at Pushkar, Meerabai

Historic city / place ●
Presence of cultural economy ●
UNESCO World Heritage Site ●

LOCATION OF TANGIBLE AND INTANGIBLE HERITAGE IN MERWARA-MARWAR REGION

Temple at Merta, all of which attract a large number of devotees and tourists.

Old City: Ajmer's walled city area is rich in mansions and historic markets with an active public realm. With monuments such as Akbar's Fort, Soniji ki Nasiyan and Adhai din ka Jhompra, Ajmer has a dispersed built heritage throughout the city. Pushkar, with its temples and lake, Rajput mansions and market streets has a different character from that of Ajmer. Kishangarh, with its fort, smaller palaces (now private hotels), and temples also has a dispersed built heritage.

Intangible Heritage

Crafts: Ajmer has a community of 'gota' makers, perfume (ittar) manufacturers, bangle makers and 'phad' painters. Pushkar is known for leatherwork and culinary treats called 'malpua'. Kishangarh is the marble town and is rich in the resource, and has a large community dependent on marble related crafts and mining. Merta is known for wooden toys and furniture, and camel bone carving.

LOCATION OF MERWARA-MARWAR REGION IN RAJASTHAN STATE

DIVERSITY OF TANGIBLE HERITAGE IN THE REGION
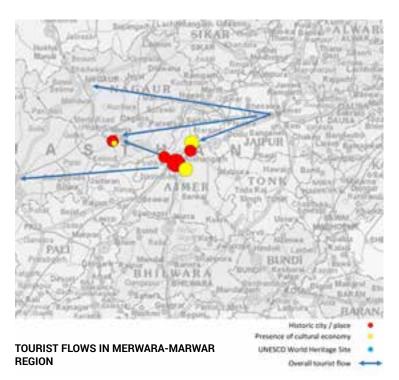
Festivals: Pushkar is famous for the Camel Fair, which is one of the biggest festivals in the state.

Area of influence

Local/City	National
State/Regional	International

Size of the circle depicts the livelihoods supported by the economy

LOCATION AND EXTENT OF INTANGIBLE HERITAGE IN MERWARA-MARWAR REGION

Tourism

Ajmer-Pushkar: Both domestic and international tourists visit Ajmer and Pushkar in large numbers. It is the second most visited

Historic city / place ● (red)
Presence of cultural economy ● (yellow)
UNESCO World Heritage Site ● (blue)
Overall tourist flow ◀▶

TOURIST FLOWS IN MERWARA-MARWAR REGION

destination after Jaipur in Rajasthan. The camel fair in Pushkar and the Urs in Ajmer attract the most visitors, but Ajmer's Dargah Sharif and Pushkar's Brahma temple have a steady flow of visitors throughout the year.

Merta City: Merta City itself does not attract many tourists, but it acts as a thoroughfare for people travelling from Ajmer-Pushkar to Jodhpur and further to Jaisalmer. The number of international tourists is close to 500 per year. However, none of the tourists actually halt at Merta for overnight stay. Domestic tourists, mostly from the state, and Krishna followers attend the Meera Mahotsav held in the month August–September.

Religious Trusts: The Dargah Trust in Ajmer, Temple Trust in Pushkar and the Meera Temple Trust in Merta are key stakeholders in the towns.

Marble Companies: Marble quarrying companies play a major role in Kishangarh.

Strategic Recommendations

Based on primary surveys conducted during visits to all towns and assessment of prevailing conditions, the following are the prioritised strategic recommendations for the region:

Parameters		Recommendations
Tangible Heritage		**Build on existing plans/projects**: Build and develop on the Heritage Management Plans prepared for Ajmer and Pushkar under the HRIDAY mission of Government of India and IHCDP-1 (World Bank-Cities Alliance). The cities of Ajmer and Pushkar have completed the listing, mapping and valuation of the assets done under the IHCDP-1 program. This can be used as a base to identify and develop more projects in the cities.
		Strategic projects: Identify and develop strategic projects in Kishangarh and Merta City that can attract tourists to spend more time in the towns. Merta City has considerable number of tangible heritage assets which are under the ownership of the State Archaeology Department.
Intangible Heritage		**Crafts**: Crafts such as woodcarving in Merta, and perfume (ittar) and 'gota' making in Ajmer can be boosted through various skill training and market linkage programs.
Tourism		**Tap tourism potential in the region**: There is a steady flow of tourists to Ajmer and Pushkar from Jaipur. Kishangarh has the benefit of being on the Jaipur-Ajmer route, which can be used to enhance its tourism potential.
Stakeholders and Community		**Mining companies**: Large marble mining companies in Kishangarh area can be involved in development projects in the region.
		Trusts: The Meera Bai Trust in Merta, the Dargah Sharif Trust in Ajmer and the Brahma Temple Trust in Pushkar can be involved in heritage management and development projects in the respective towns.

■ High ■ Medium □ Low

The key findings and strategic recommendations for the historic towns and cities have guided the formation of a Strategy for Inclusive Revitalisation of Historic Towns and Cities in Rajasthan. It can be used to guide future documents produced in towns and cities such as Heritage Management Plans and Project Reports.

The following section details out the key strategies and their respective actions.

Key Strategies

In order to drive the inclusive revitalisation process towards achieving the desired objective, it is important to adopt a strategic approach that enhances and builds on the existing strengths of each city, and works around their existing weakness. These strategies are based on the following methodology:

A. Evidence Based Planning

Reconnaissance visits to the towns and cities has formed the basis of the strategic recommendations for the state. Each of the historic towns has been visited and assessed on parameters mentioned in the previous chapters. Visits have included detailed discussions with all ULBs and other departments, key stakeholders in the towns, main public and private institutions, NGOs, PSUs along with conditional assessment of tangible and intangible heritage assets in the towns.

Primary data has been collected from the visits on various aspects, including the essence of heritage assets, heritage based economy, quality of basic services and quality of life. Assessment of occupational diversities, existing and potential investments, mapping of heritage, creative economies, and tourist flows has led to identification of prevalent issues in these historic towns and cities. The strengths, weaknesses, opportunities and threats pertaining to each of the towns have been analysed in order to frame the strategies.
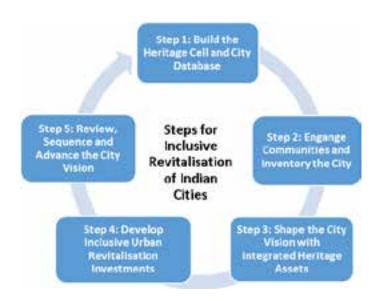
B. Multi Stakeholder Consultations

The process involved a series of detailed stakeholder consultations at multiple levels—city, district, administrative division and state, both in the public and private sectors. These included concerned ULBs other government departments, NGOs, PSUs, private and public institutions, royal families, business houses, trusts and foundations amongst others.

Generating investment for the State Heritage Programme is a key step in the strategies, for which all ongoing and proposed schemes and projects, as well as existing private funding in the sector have been assessed to develop convergence mechanisms.

C. Draft—Inclusive Urban Heritage Revitalisation: Guidelines for Indian Cities

The strategies are based on the draft guidelines drafted by World Bank along with Cities Alliance and UNESCO in 2014. The Guidelines draw upon a large body of work by urban planners and heritage conservationists worldwide and in India, produced in particular over the past decade. It outlines a five step approach to Inclusive Revitalisation of Indian Cities, starting from building a heritage cell in each city to review and monitor the proposed work.

STEPS FOR INCLUSIVE REVITALISATION OF INDIAN CITIES
Source: Draft Guidelines by World Bank-Cities Alliance-UNESCO, 2014

Key Strategies

Central Findings

Five central findings emerged from the assessment of the state and visits to each of the identified historic towns and cities. Recognising the key findings and concerns that will be addressed through the strategies, emphasis is placed on: the need for heritage-led revitalisation, stakeholder collaboration, convergence of investments and their facilitation, capacity building and strengthening of institutional framework.

Central Findings

1. There is an increasing need for heritage led revitalisation at city/town and regional level, considering the scale and concentration of heritage assets and their past and future potential, and contribution to social and economic development through tourism and the craft economy.

- Tangible heritage has the potential to influence 'economic development' because of the activities that take place in and around the asset, both involving locals and tourists. Assets themselves have the potential for revenue generation in the state through multiple ways. There is a need to identify their ideal potential and the mechanisms for management.

- Tourism alone in Rajasthan contributes to 15% of the state's economy. Most of this tourism is linked with heritage assets, particularly tangible, which need constant management and preservation.

- Intangible heritage influences the number of livelihoods and nurtures cultural aspects of the communities, more than influencing economic growth (UNESCO). This, by means of skill development, promotion of informal household activities through market linkages and connection to commercial activity will improve livelihoods and attract back more practitioners, who are otherwise moving to other forms of income generation.

2. The issue of urban and economic development with heritage management transcends the administrative, legislative and geographical boundaries within the state and involves the consensus of a range of stakeholders – from the owners, managers, policy makers, administrators, investors and civil society, thus establishing the need for stakeholder collaboration.

- There is a lack of awareness on 'heritage management' within the communities. Built heritage is considered a financial liability in most cases and not as a source of revenue generation.

- It has been realised that multiple actors need to collaborate in order to achieve the desired outcomes. This includes various departments of the government, multi-disciplinary technical expertise, public and private investors, and civil society.

- Heritage management needs to be ingrained within the development systems of various stakeholders of the city and its communities (precedents: Udaipur, Pondicherry, Ahmedabad). The elected representatives as well as the predominant institutions in each city have a role to play in the dissemination of heritage sensitivity and planning.

3. Direct and indirect investments and strengthening of capacities in the field of heritage management are required.

- There is a lack of dedicated investments from the state and municipal administration for heritage management. Currently the funds available for heritage management are used through infrastructure augmentation projects under various national and state schemes.

- Execution of heritage management requires awareness, expertise and mechanisms with strengthened capacities beyond the approach adopted so far. Need for capacity building within the local municipalities for sensitive development around heritage assets is an immediate concern that needs to be addressed.

- The condition of the existing heritage based industries is poor in terms of access to services, work environment, health and hygiene, and market connections. There is a need to strengthen these existing industries and attract investments to help them sustain and flourish. {Every 1% in cultural industries = 0.6% rise in GDP. (Source: UNESCO-IT)
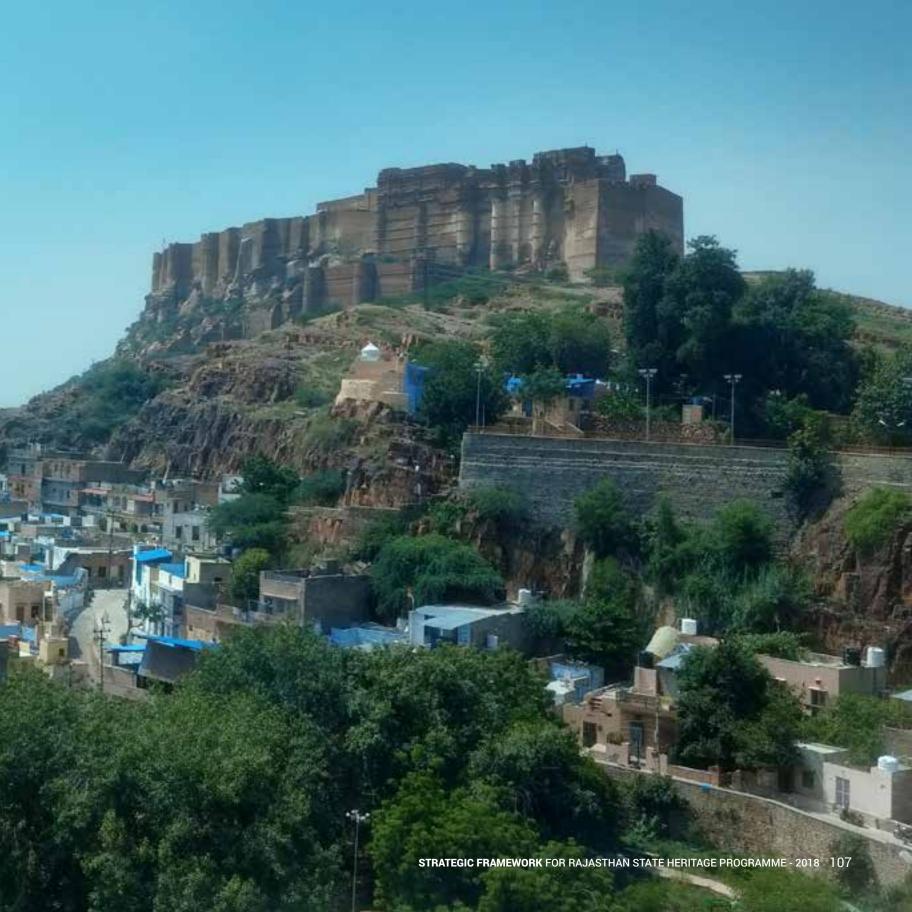
4. Strengthen the existing legislative framework and facilitate mechanisms for investment in and maintenance of heritage assets.

- The existing institutional framework for heritage management in a city or town is weak and lacks a dedicated structure that would allow for heritage-based planning. Built heritage assets are currently managed in isolation through the established mechanisms of the Archaeological Survey of India and State Department of Archaeology. However, a gap in asset management in the historic core, which constitutes the urban realm has been observed. It is also observed that an ensemble of heritage structures, craft clusters and communities needs to be regarded beyond just the individual asset itself.

- At present, the regulatory framework exists only for centrally and state protected monuments. There is an immense need for recognising the importance of other non-protected assets, which can be achieved through the inventorying, mapping and valuation process, to understand the kind of intervention and investment required.

5. Facilitate mechanisms for investments in heritage management and long-term sustenance of heritage assets.

- It is observed that there is a shortfall in funding in the sector of heritage management. The state government and the city administration do not have allocated funds for projects related to tangible or intangible heritage assets. Thus, facilitation of investments can be achieved through convergence with various schemes launched by the State or the Central Government and by inviting potential external private investments. This shall also ensure long-term sustainability of efforts.

Strategies

The strategies for revitalisation of historic towns and cities in the state of Rajasthan are recommended on a multi-pronged approach and proposed at various scales addressing the findings in the previous section. Each strategy has a set of actions and implications that emerge from it.

Following are the broad strategies proposed for Inclusive Revitalisation of Historic Towns and Cities of Rajasthan under the State Heritage Programme:

1. Incorporate heritage management in legislative and institutional framework of the state

2. Develop communication and knowledge sharing platforms to build ownership and facilitate heritage management

3. Strategise and plan for historic cities and regions

4. Support, sustain and enhance livelihoods in cultural

5. Promote and empower civil society

6. Finance heritage management and attract investments

Each of the above strategies is detailed out in the following sub sections, along with specific actions that materialise from them.

Strategy 1: Incorporate heritage management in the legislative and institutional framework of the state

This strategy is proposed to strengthen the institutional system in the state and build a database for promotion, funding and initiation of improvement works. By incorporating this activity in the legislative framework, it will be easier to identify relevant projects around tangible heritage assets and intangible heritage economies prevalent in the towns, cities and regions in the state.

Action 1: Develop Heritage Centre at Department of Local Self Government (DoLSG)

The objective is to build a centre in the institutional system of the state that will drive the core activities related to all heritage management activities, i.e. documentation, partnership building, capacity building, investment and facilitation of other relevant initiatives. As the State Heritage Programme for Rajasthan is driven by the Department of Local Self Government, a centre was proposed to be established in the Directorate of Local Bodies (DLB), with assistance from World Bank–Cities Alliance–NIUA as a first step in this direction. The same was successfully established with the Senior Town Planner, DLB as the nodal officer in charge of the program.

The centre will carry out the following key actions:
- Documentation, knowledge capture and sharing
- Partnership building
- Drafting guidelines and monitoring projects around heritage assets in historic towns
- Single window for heritage management facilitation and attracting investments

In exercise of the powers conferred by sub-clause (iii) of clause (g) of section 46 and section 337 of the Rajasthan Municipalities Act, 2009, the Department of Local Self Government has proposed the establishment of a State Heritage Council to spearhead the actions to be undertaken as a part of the ambitious State Heritage Programme; to provide identification, documentation, conservation and regulation of heritage assets situated in jurisdiction of the state municipalities.

The council shall primarily facilitate the heritage management agenda at the State level. The main role of the Council will be to facilitate, approve, and sanction on behalf of the State Government. The proposed composition for the State Heritage Council is as below:

1. Principal Secretary, LSG - Chairperson
2. Principal Secretary Tourism or his nominee (not below the rank of Commissioner) - Member
3. Principal Secretary Finance or his nominee (not below the rank of Joint secretary) - Member
4. Principal Secretary UDH or his nominee (not be low the rank of Joint secretary) - Member
5. Principal Secretary Planning department or his nominee (not below the rank of Joint Secretary) - Member

6. Principal Secretary PWD or his nominee (not below the rank of Joint secretary) - Member
7. Principal Secretary PHED or his nominee (not below the rank of Joint secretary) - Member
8. Principal Secretary Energy or his nominee (not below the rank of Joint secretary) - Member
9. Director cum Joint Secretary Local Bodies, Rajasthan - Member Secretary
10. Chief Town Planner, Rajasthan - Member
11. Director State Archaeology Department - Member
12. Chief Engineer, DLB - Member
13. Director Law, DLB - Member
14. Heritage conservation expert of National level (to be nominated by the state government - Member
15. Commissioner/ Executive Officer of concerned Urban Local Body - (Special Invitee)

It is recommended as a part of this strategy that the Council be principally constituted of an Apex Committee and an Executive Committee. The Apex Committee will primarily oversee the implementation of this agenda in the state and play a role in approval and sanctions on behalf of the state government. On the other hand, the Executive Committee, comprising of a technical team and a team of domain experts shall facilitate activities pertaining to establishing partnerships, attracting investments, collating the town and city level data from listing and mapping activities, document and manage

Heritage Management in the United Kingdom

English Heritage, a registered charity that manages the National Heritage Collection of England comprises over 400 historic buildings, monuments and sites spanning more than 5,000 years of history. This includes Stonehenge, Dover Castle, Tintagel Castle, the Hadrian's Wall amongst others. English Heritage also manages the London Blue Plaques scheme, which links influential historical figures to particular buildings.

When originally formed in 1983, English Heritage was the operating name of an executive non-departmental public body of the British Government, officially titled the Historic Buildings and Monuments Commission for England, that ran the national system of heritage protection and managed a range of historic properties. It was created to combine the roles of existing bodies that had emerged from a long period of state involvement in heritage protection. In 1999 the organisation merged with the Royal Commission on the Historical Monuments of England and the National Monuments Record, bringing together resources for the identification and survey of England's historic environment.

English Heritage has administered the Blue Plaque scheme in London since 1986. These recognised places are important to people of significance in the capital and remain the responsibility of English Heritage following its transfer to the voluntary sector in 2015.

The National Trust for Places of Historic Interest or Natural Beauty, known as the **National Trust,** is a conservation organisation in England, Wales and Northern Ireland, and the largest membership organisation in the United Kingdom. The trust, which is "a charity that works to preserve and protect historic places and spaces—forever, for everyone.", was founded in 1895 and given statutory powers, starting with the National Trust Act 1907. Historically, the trust tended to focus on English country houses, which still make up the largest part of its holdings, but it also protects historic landscapes such as in the Lake District, historic urban properties, and nature reserves.

The purpose of the National Trust is "The preservation for the benefit of the Nation of lands and tenements (including buildings) of beauty or historic interest and, as regards lands, for the preservation of their natural aspect, features and animal and plant life. Also the preservation of furniture, pictures and chattels of any description having national and historic or artistic interest."

the same for the Heritage Databank. The technical team shall be supported by a team of domain experts in their functions.

In addition, formation of a divisional level Heritage Committee is also proposed by the DoLSG, which under the chairmanship of Divisional Commissioner will channelise the communication between the district and state government. The DC shall invite, review and approve the projects/activities proposed in his jurisdiction and forward the same to the State for approval. The proposed composition for the Division Heritage Committee is as below:

a. Divisional Commissioner – Chairperson
b. Deputy Director Regional – Member Secretary
c. Commissioner UIT /Development Authorities – Member
d. Chief Engg/ Addl. Chief Engg/ Superintending Engg. of concerned ULBs – Member
e. Managing Director PWD – Member
f. Managing Director PHED – Member
g. Managing Director Energy – Member
h. Senior Town Planner – Member

Action 2: Establish City Heritage Cells in all Historic Towns and Cities of Rajasthan

Establishment of Heritage Cells in each of the identified towns or cities is recommended, which will lead the State Heritage Programme through related projects.

The recommended composition of a City Heritage Cell is as below:

a. Mayor/Chairperson of the concerned ULB
b. Nominee of District Collector
c. Commissioner/Executive Officer of ULB
d. Executive Engineer, PWD/PHED/JVVNL
e. Deputy Town Planner, Town Planning Department
f. Experts (maximum 2) from Heritage Conservation, Architecture, Archaeology, Art and Craft to be nominated by ULB
g. Executive Engineer, ULB.

Apart from the core members in the cell, there can be special invitees such as the representatives of royal families, schools, universities, philanthropists, foundations, developers and real estate dealers, neighborhood groups, community groups, amongst others.

MEETING WITH ELECTED REPRESENTATIVES IN THE CITY

The cell shall engage in several functions with close consultation and support from the respective ULBs, and primarily identify and prepare list and databank of heritage assets in the city, prepare town/city-specific heritage byelaws, if required, prepare and implement City/Regional Heritage Management Plans, identify projects, initiate and guide the Project Development Proposal (PDP) preparation process. The details shall be mentioned in the State Heritage Council Rules notification.

Along with the formation of the City Heritage Cell, it is recommended to form a **City Stakeholder Group/City Core Group**, which will comprise community leaders and organisations that live, work, manage, use, or have other interests in the conservation and adaptation of the historic area, neighbourhood, city and region and other groups, entities and officials that may potentially represent the urban community.

Action 3. Make necessary recommendations to the state legislative framework

This action recommends inputs to the legislative framework to make it more owner centric and facilitative in nature with respect to adaptive reuse, incentivising heritage management, and attracting private sector investment for heritage management. It is also recommended

that any guidelines drafted for heritage sensitive development, shall include context specific building and urban design guidelines, toolkit and signage design and colour palettes, specific to regions if required.

Guidelines for development / redevelopment/ repairs etc. and Incentive mechanisms

A. Demarcation of a Conservation Area and Guidelines

a) Every area wherein a heritage asset is situated and such area adjoining the protected heritage asset as may be specified, on the recommendation of the Council, by the bye-laws made in this behalf shall be the Conservation Area in respect of such heritage asset.

b) It is the character or historic interest of an area created by individual buildings and open spaces and their relationship with each other that the conservation areas seek to preserve. The overall layout and pattern of development may be just as important to the character as individual buildings. The principles of selection for designation as a conservation area are broadly as follows:
   • areas of significant architectural or historic interest in terms of specific listed buildings and/or ancient monuments;
   • areas of significant architectural or historic interest in terms of building groupings, which may or may not include listed buildings and/or ancient monuments, and open spaces which they abut;
   • areas with features of architectural or historic interest such as street pattern, planned towns and villages and historic gardens and designed landscapes;
   • other areas of distinctive architectural or historic character

c) In designating a conservation area, consideration will also be given to the reasons why it is felt that it should be protected. These may include:
   • its special architectural and historic importance;
   • its distinct character;
   • its value as a good example of local or regional style;
   • its value within the wider context of the village or town;

• its present condition and the scope for significant improvement and enhancement.

d) The Council recognises that conservation areas are living environments that will continue to adapt and develop. Designation of a conservation area does not mean a prohibition on development. The Council will carefully manage change to ensure that the character and appearance of conservation areas are safeguarded and enhanced. Physical and land use change in conservation areas will be based on a detailed understanding of the historic and urban design context.

e) There will be a focus in conservation areas on the careful maintenance of public space, and the use of appropriate signage and materials for traffic management and street furniture.

f) Rules for new construction, re-construction or renovation in Conservation Area will be as per the State Heritage Council Rules.

g) The development within the precinct/ conservation area or in the vicinity of heritage sites shall be in accordance with the following guidelines:
   • **Urban structure -** New development should seek to understand, acknowledge and make a positive contribution to the existing urban structure. A new intervention which responds well to urban structure would sit well within a group rather than associate itself with a particular building.
   • **Urban grain-** New developments should respect urban grain – the pattern of streets and spaces – rather than of buildings. Urban grain tends to be influenced by the rhythm of architectural composition and the prevailing relationship of solid-to-void in buildings.
   • **Building Height -** New design should consider the surrounding scale, hierarchy and massing of the existing built form. Buildings within heritage precincts/conservation area or in the vicinity of heritage sites shall maintain the skyline in the precinct and follow the architectural style (without any high-rise or multi-storeyed development) as may be existing in the surrounding area, so as not to diminish or destroy the value

and beauty of or the view from the said heritage sites.

New developments outside the conservation area should not be more than two floors on 40ft wide road and not more than three floors on roads more than 40ft wide.

- **Parking -** Parking provisions in relation to the heritage properties located on the narrow roads and converted to commercial use, the parking provision for the same would be done through park and ride facility provided by the property owner.
- **Ground coverage and set back -** Ground coverage and set back would be provided as per the site in consideration.
- **Materials and detailing -** Sensitive use of appropriate colour, texture and pattern of materials, whether traditional or contemporary, is also important. Their use and detailing, particularly close to open landscapes, is crucial in making a development stand out or blend in.
- **Landscape -** New development should aspire to blend and coalesce with the existing built form without simply replicating it.
- **Views and Landmarks -** New design should consider ways to enhance or protect their function as landmarks. In some instances new designs might provide the opportunity to create new vistas towards landmarks, restore older views that have been lost or compromised, or create dynamic juxtapositions of old and new, so adding texture and variety to the townscape.
- **Historical development -** New design should consider and respond to these layers of history – the 'narrative' of the place. Analysis of historical maps along with archive material and published sources are very useful analytical tools to understand the historical development of a place.
- **Signage design and controls**
  (i) In order to recognize places of significance an effective means of information dissemination through installation of signage in historic towns and cities would be incorporated. Information plaques as uniform panels outside all important heritage structures (including privately owned assets) which will provide details of historic importance, architectural style, and ownership of the structure can be installed in all historic towns and cities as an initiative of the ULB.

(ii) Prohibition of advertising signs and outdoor display structures in certain cases: no advertising sign or outdoor display structure shall be permitted on building of architectural, aesthetic, historical or heritage importance as may be decided by the Authority with previous approval of the Government on the advice of the Heritage Conservation Committee or on Government buildings, save that in the case of Government buildings only advertising signs or outdoor display structures may be permitted if they relate to the activities for the said buildings' own purposes or related programs.

B. Incentive Mechanisms

As a part of strategic framework, various incentive mechanisms have been proposed which on one hand will facilitate conservation and protection of the built heritage and on the other will play a catalyst in elevating the status of heritage linked economy.

Adaptive reuse of heritage buildings

In cases of buildings located in non-commercial use zones included in the Heritage Conservation List, if the owner / owners agree to maintain the listed heritage building as it is in the existing state and to preserve its heritage state with allowed internal changes & due repairs and the owner / owners / lessees give a written undertaking to that effect, the owner / owners /lessees may be allowed with the approval of the Local authority to convert part or whole thereof of the non-commercial area within such a heritage building to commercial use/uses. Following activities will be allowed primarily in Grade II and Grade III building subject to strict scrutiny:

- Heritage Haveli/Heritage House/Guest House,
- Art Gallery, Museum, Art & Craft center, cultural center,
- traditional food centre,
- Dance & Music center,
- and other community facilitating activities

Other incentives

State may consider other incentives such as Heritage TDR wherever applicable, Tax rebates (Property tax, UD tax & other taxes as applicable).

The State will consider all projects proposed in selected heritage properties, that wish to provide tourism related infrastructure, to be equal to tourism projects and avail the same special incentives in taxes (as mentioned in the Tourism Policy). This includes tax-holidays in Electricity Duty, Luxury tax, Entertainment tax & Sales tax, with exemptions in Stamp Duty & Land charge for rent/sale.

Strategy 2: Develop communication and knowledge sharing platforms to build ownership and facilitate heritage management

The actions proposed under this strategy are envisaged with a view to build partnerships, generate awareness and build ownership amongst the stakeholders.

Action 1. State level workshop engaging senior stakeholders

A multi stakeholder workshop is proposed under this strategy, which shall be targeted towards senior officials from the concerned departments of the Government of Rajasthan and officials from the ULBs. The objective of the workshop is to disseminate the approach of Inclusive Revitalisation and initiate strategic partnerships for further development and execution of the State Heritage Programme.

As an initiating step of this strategy, a multi stakeholder workshop was organised on 21 July, 2017 in Jaipur by the Directorate of Local Bodies. The departments invited included Tourism, Culture, Museums and Archaeology, Urban Development and Housing, Skill Development, Industries, Labour and Employment, and senior officers managing various government schemes including AMRUT, HRIDAY, PRASAD, Smart City, Swachh Bharat Mission, National Urban Livelihoods Mission (NULM), Pradhan Mantri Awas Yojana (PMAY), Rajasthan Urban Infrastructure Development Project (RUIDP).

Action 2. City-level statewide awareness campaigns

A statewide campaign to be organised regionally with senior representatives that may be in the form of a "Heritage Yatra" across the state. This is proposed to be led by elected representatives where the objective would be to educate the community in the towns and cities in order to make them aware about:

i. the extensive heritage that exists in their towns and cities
ii. the possible ways in which heritage can be managed, maintained and promoted
iii. the social, economic and environmental benefits of managing their heritage.

As this activity is recommended to be spearheaded by the elected representatives, it will also help in building ownership for the projects

MULTI STAKEHOLDER WORKSHOP AT HCM, RIPA, JAIPUR

PRINCIPAL SECRETARY, SH. MANJIT SINGH AT THE FIRST STAKEHOLDER CONSULTATION WORKSHOP IN JAIPUR

that are and will be planned in the future. Such awareness camps/ meetings and heritage walks around the town may be led by the Mayors and elected ward representatives.

Other activities that the ULB can engage in with the citizens for increased participation are events such as World Heritage Day, World Tourism Day, Environment Day. Print and social media may be used for this purpose as well.

Action 3. Capacity building of ULBs through workshops and exposure visits

Inventorying, mapping and valuation of heritage assets is considered the first step in management of heritage assets. It is recommended that this process be as participatory as possible. Involving the community in this will be helpful as participants can map assets based on the value they hold for the residing community, whether historical or associative.

The mapping workshops shall be organised by the concerned ULB in association with the State Heritage Centre. The centre may help in identifying the potential partner agencies such as academic institutions or capacity-building organisations to support the ULBs for such a participatory mapping exercise.

Subsequent workshops to be undertaken by the State Heritage Centre for:
a. Planning and asset management
b. Intangible heritage based livelihoods
c. Technological advancements in handicraft industry
d. Digital marketing

These workshops are envisaged to be held in all towns and cities in a phased manner, with help from the ULB and the elected representatives.

Exposure visits for State Heritage Centre and City Heritage Cell officials are suggested, both national and international, as part of knowledge sharing and capacity building.

Action 4: Develop an information exchange and dissemination system

A central inventory and databank of all heritage assets in all the historic towns and cities may be maintained at the State Heritage Centre; documentation of past and ongoing work is also recommended. Subsequent digitisation of all resources and data is recommended to make it accessible to all stakeholders and potential investors.

Action 5: Statewide communication infrastructure

An effective means of communication and awareness building is the installation of signage in historic towns and cities. A statewide uniform 'plaque program' for prioritised buildings primarily in the historic core areas is suggested for all towns.

Information signage as uniform panels outside all important heritage structures (including privately owned assets), which will provide details of historic importance, architectural style, and ownership is recommended in all historic towns and cities. This may help build ownership amongst the citizens and generate a sense of pride for the town or city, apart from becoming a guiding tool for tourists and visitors.

This initiative can be taken up individually with available funds with the ULB or may be funded by other stakeholders in the town or associated with the town. The design for these panels may be standardised throughout the state for a uniform presentation.

Strategy 3: Strategise and plan for historic cities and regions

For the towns and cities to manage their assets, both tangible and intangible in an enhanced way, it is recommended to have a tool through which certain actions can be initiated.

The outcomes envisaged by strategising and planning for historic cities and towns and subsequently the regions are as below:
• Local economic development of the town and cities and the respective regions
• Safeguard the World Heritage Site status of heritage assets in

the state by better management of the assets and the premise around it

- Extend the tourism footprint beyond the few well represented towns on the tourist circuits to other unexplored areas and strengthen the existing linkages between historic towns in various regions
- Overcome threats of mass tourism by distributing tourists in lesser visited towns and cities

Action 1: Prepare Heritage Management Plan for all historic towns and cities

Heritage Management Plan (HMP) as a tool identifies assets and zones with concentrated assets; provides action-oriented plan; and prioritises the list of projects and investments. The Management Plan shall advise distribution of investments from various sector schemes in the towns and cities and assist the ULB to manage and implement convergence.

HMPs shall include the following actions:
a. Inventorying, mapping and valuation of heritage assets
b. Identification of heritage management zones
c. Strategy and guidelines for the identified heritage zones
d. Preparing a prioritised list of projects for each zone
e. Mapping of investments
f. Prioritising investments and/or projects
g. Implementation and monitoring mechanism

The HMPs may be prepared for all the towns with specific focus areas. However, certain towns and cities may be prioritised for the preparation of HMP. Such management plans are already prepared for Jaipur, Ajmer, Bikaner, Dungarpur and Khetri. ULBs can alternatively collaborate with institutions such as architecture and planning schools in the region for this purpose.

A list of towns is suggested here to be taken up on priority for

SNo	Historic Town/City	Focus Area
1	Bundi	**Old Town**: Historic core to be the focus for the Management Plan with socio-economic development, adaptive reuse of the heritage buildings for homestays as the desired outcomes. Cultural Landscape: Revival of the water management system of stepwells (baori) and lakes.
2	Udaipur	**Urban Mobility**: A Comprehensive Mobility Plan for the Old City can be focused on in the management plan, which may include proposals for provision of e-rickshaws, parking spaces and multi modal transit system
3	Jodhpur	**Urban Revitalisation**: It is observed that the bazaar area around the clock tower, which has a strong history and an associative value with citizens, needs attention in terms of overall organisation. Uniform signage and design guidelines, organisation of vendor kiosks and appropriate mobility plan for the surroundings is suggested.
4	Nawalgarh	**Reviving an art form through skill training and adaptive reuse**: Authentic fresco restoration in heritage structures should be incorporated through proper training, in the process of restoring the mansions and adaptively reusing them.
5	Jhalarapatan	**Tangible Heritage Management**: Fast deteriorating heritage assets and degenerating built spaces need immediate attention.
6	Churu, Mandawa, Fatehpur, Ramgarh	**Tangible Heritage Management through adaptive reuse**: The historic residential mansions and buildings in all the towns in the Shekhawati region need sensitive restoration. Adaptively reusing these assets for economic development may be suggested. Public spaces in the historic core areas of towns need revitalisation.
7	Kishangarh	**Tangible Heritage Management**: Dispersed assets in the town may be looked at holistically for better management.
8	Jobner	**Intangible Heritage Management**: Better use of existing public spaces for cultural activities such as the annual Jobner Jwala Mata Fair.

PRIORITISED TOWNS FOR HMP PREPARATION ALONG WITH FOCUS AREAS

SNo	Historic Town/City	Focus Area
1	Kota	Integration of heritage management within the larger vision of the city, with respect to tourism and Smart City investments.
2	Bharatpur	Tourism in Bharatpur town, which is limited to the bird sanctuary at present, can be enhanced by integrating it into the existing circuit. This may be achieved through various activities and events planned in the city for the visitors.
3	Alwar	Tourism in Alwar town, which is limited to the Sariska Tiger Reserve at present, can be enhanced by integrating it into the existing circuit. This may be achieved through various activities and events planned in the city for the visitors.
4	Sawai Madhopur	Tourism in Sawai Madhopur town, which is limited to the Ranthambore National Park at present, can be enhanced by integrating it into the existing circuit. This may be achieved through various activities and events planned in the city for the visitors.
5	Barmer	Integration of pause points in Barmer district that have strong cultural economies in the established desert circuit to attract tourists to these remote areas.
6	Phalodi	Towns like Phalodi and Nagaur that are in close vicinity of the popular Jodhpur-Bikaner tourist route do not receive as much tourist footfall as the two dominant destinations. An established link between these may help in achieving the same.
7	Chittorgarh	To propose tourist centric and public space projects in the town may drive the economic development that is presently limited to the Chittorgarh fort.
8	Sikar	Dispersed assets in the region may be looked at holistically to form a network/circuit for increased tourist footfall.

TOWNS ENVISIONED WITH FOCUS ON TOURISM LED DEVELOPMENT THROUGH HMP

preparation of HMP. Respective focus areas with respect to the vision of inclusive revitalisation is also suggested.

A regional strategy for certain towns and cities is required to be formulated, where strategic projects with importance for tourism led development may be included in the Heritage Management Plans of such towns and cities.

Action 2: Strategic planning of towns and cities within historic regions

Towns and cities within historic regions need to planned strategically in order to have holistic overall development of the region. Functionally, they may be looked at as centres for certain activities supporting each other within a larger geographic region.

1. Shekhawati region

The Churu-Sikar-Jaipur corridor connects the Shekhawati region to Jaipur. Churu as a destination attracts many international tourists,
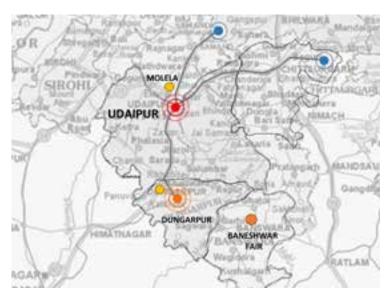

PLANNING STRATEGY IN SHEKHAWATI REGION

Sikar is an upcoming educational hub. Churu and Sikar have a strong cultural economy based on tie and dye work; and Jaipur as the capital

is a magnet city, attracting a large number of creative industries. It is recommended that art and cultural institutions be invited to set up units in this corridor to support and boost the cultural economy of this region.

2. Udaipur—Kumbhalgarh—Chittorgarh—Dungarpur region (Tri-directional)
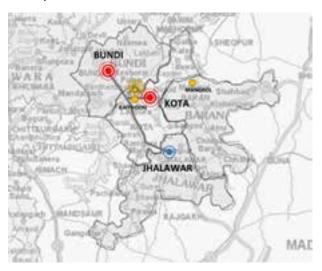
There are existing villages in the Mewar region where the crafts sector is predominant, such as Molela where terracotta work is being undertaken, and Sompura, where there is a community of immensely skilled stone artisans. Moreover, the Baneshwar Tribal Fair is an important intangible asset of the region, attracting large numbers of regional and international tourists. The corridor from Udaipur—Kumbhalgarh (UNESCO WHS)—Chittorgarh (UNESCO WHS)—Dungarpur will attract investments and will help enhance the market reach of these artisans. It can also be developed for tourism beyond the World Heritage Sites and into the craft villages.

PLANNING STRATEGY IN MEWAR REGION

3. Bundi-Kota-Jhalarpatan region

The Hadoti region, though predominantly rich in natural heritage, also has craft clusters in Kaithoon and Mangrol near Kota that are known for Kota doria sarees. This is a traditional handloom industry facing difficulty because of the powerloom industry producing similar

products in Uttar Pradesh. Better connectivity in this region which further connects to Madhya Pradesh, will attract cultural institutions enhancing the economy of the artisans involved in the Kota doria craft. Linking them with the tourist circuit around Bundi will also develop the area.

PLANNING STRATEGY IN HADOTI REGION

4. Jodhpur-Nagaur-Bikaner; Jodhpur-Phalodi-Bikaner corridor
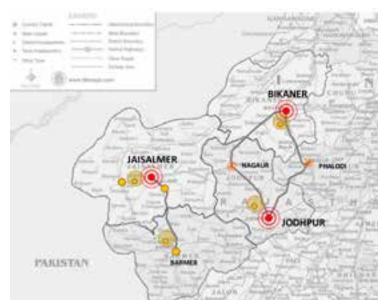
Connecting Bikaner and Jodhpur via north-south connections through the development of towns like Nagaur and Phalodi which are rich in heritage, will boost tourism in the region and in turn lead to economic development of towns falling outside the usual tourist route.

5. Jaisalmer-Barmer Creative corridor

The corridor and surrounding region between Jaisalmer and Barmer is rich in cultural economy such as hand embroidery, patchwork as well as music groups such as Manganiyars, which once connected, will enhance livelihoods as well as potential craft-related tourism.

6. Deeg-Bharatpur-Sawai Madhopur corridor

Bharatpur and Sawai Madhopur attract both domestic and international tourists to this region due to their proximity to natural heritage. There is also a substantial number of religious tourists who visit towns in this region as a part of the Braj Parikrama. Part of this region falls under the NCR which will facilitate investments for

PLANNING STRATEGY IN MARWAR REGION

infrastructure upgradation. Developing these towns regionally would result in new investment flow and opportunities.

Strategy 4: Support, sustain and enhance livelihoods in cultural economies

Action 1: Framework for intangible heritage management

It is recommended that the State Heritage Centre along with the concerned City Heritage Cells, acts as a facilitator for establishing a comprehensive framework for intangible heritage management. The programme with the objective of enhancing cultural economies focuses on building partnerships between artisan communities and concerned departments and institutions for accessing funds, innovation and skill development, and also providing direct market linkages through various public and private mechanisms and e-commerce portals. The following model is recommended for the same:

The objectives can be subsequently converged under the National Mission on Cultural Mapping. This initiative aims at:

- converting the vast and widespread cultural canvas of India into an objective cultural map,

PLANNING STRATEGY IN BRAJ REGION

- designing a mechanism to fulfil the aspirations of the whole artist community of the nation, and
- preserving the rich cultural heritage of this country in the form of a cultural repository of artists and art forms.
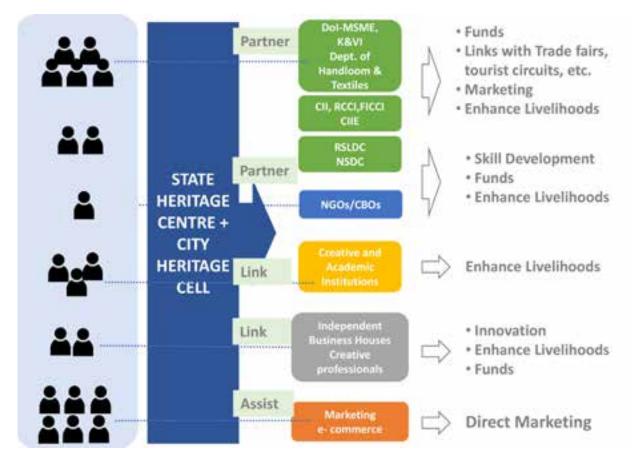
Action 2: Formation of stakeholder network in the state

A stakeholder network for the cultural economies in the state is recommended that will bring together artisans with their inherited skills and other technical and creative institutions such as IICD and Jaipur Virasat Foundation amongst others on a single platform. This network can identify the depleting skills in the identified heritage towns and cities under the programme and converge them with other ongoing programs such as the National and State Urban Livelihood Missions.

Such institutional partnerships

- Link communities, clusters and relevant institutions together to

MODEL FOR SUPPORTING CULTURAL ECONOMIES THROUGH THE STATE HERITAGE CENTRE AND CITY HERITAGE CELL

build partnerships with artisans

- Help institutions to conduct training workshops in the state for the ULB and the communities to identify and map the existing intangible heritage.
- Enable artisans to enhance their output through innovative techniques by means of skill enhancement workshops and trainings.
- Educate the artisans on the benefits of knowledge dissemination through various mediums to increase livelihood opportunities.
- Identify donor funding, prepare proposals and tie-ups with private investors and government schemes like NULM.
- Publish research findings in the form of articles/catalogues/ books/photo-essays bilingually, for better outreach.

- Educate the artisans regarding the health and safety concerns related to certain crafts such as tie and dye through seminars.

Strategy 5: Promote and empower civil society

This strategy is envisioned with the outcome of making the State Heritage Programme self-sustainable. Establishing connections of the ULB with existing civil society organisations and NGOs that are working in the sector of heritage management will ensure long-term sustainability, ownership amongst stakeholders and success of the program. This may be achieved through community outreach, participatory planning, vision formulation and beneficiary engagement activities.

Molela Terracotta Art

An example of a self-developed cultural economy can be seen in the terracotta village of Molela in Rajsamand district where a family run craft of sculpture and mural making has been taken forward by the preceding generations, to create designs adapted to needs, and self-create market linkages. This craft now has reached national and international markets with the help of promotion through simple communication tools. Other crafts such as textile making, embroidery and block printing, which are highly impacted by the presence of middlemen, can learn from the example of Molela.

Mr Jagdish, who is a terracotta artist from Molela village in Rajsamand, presented his experience at the first Stakeholder Consultation Workshop in July 2017 in Jaipur. His family has been practising the art in the state for generations. He spoke about how innovation has been brought in to cater to the demands of the market, government has supported with workshops in schools and other institutions, market size has increased with display at government exhibitions, railway stations etc, linkages have been formed with big artists such as Rajeev Sethi which has helped Molela art reach larger audiences such as at Mumbai International Airport, and motivation has been given by various awards received from the government.

The case of Molela is an inspiring one for other crafts in the state, which are dying due to dwindling number of artisans and thus reducing demand in the market.

Action 1: State Heritage Centre and City Heritage Cell to identify community initiatives and civil society initiatives

There are some dominant CBOs/NGOs in the state working in the field of skill development, rural management, livelihood generation, heritage management through conservation and restoration, etc. These can be the potential drivers for initiating Heritage Management in several towns and cities across the state.

Lighthouse cities:
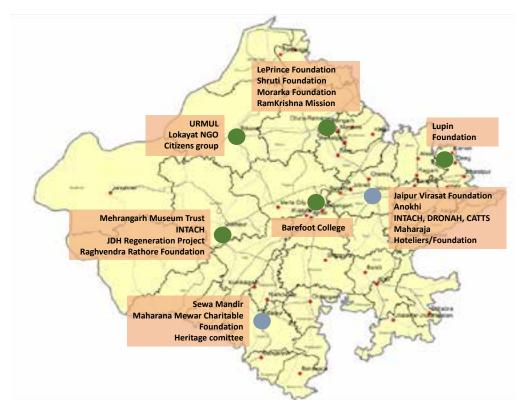
Udaipur and Jaipur have several existing NGOs such as Virasat Foundation (in Jaipur) and Sewa Mandir/MMCF (in Udaipur) working towards heritage management, which can act as drivers for community engagement and other collaborations in the region. Training programs may be conducted along with such participating organisations.

Other cities with existing CBOs: Bikaner, Jodhpur, Kota, Bharatpur, Churu and Mandawa have existing CBOs that can be involved during the course of the programme at various stages for regional and town activities.

Action 2: Integrate and empower

Once the community initiatives are identified, steps should be taken to integrate them in the management plan preparation process and project formulation. Further, build partnerships to accomplish and sustain projects, advance city vision, and empower them by facilitating a legislative framework.

Information, Education and Communication (IEC) activities may be carried out in collaboration with such NGOs/CBOs. Furthermore, tourism related activities such as heritage walks, food trails can also

MAP OF THE EXISTING NGO'S DOMINANT IN THE STATE

be organised and conducted by them, which will further empower the community to value their cultural heritage, not only as an asset, but also as a means of economic development.

Action 3: Formation of stakeholder network in the state

A network of civil society organisations across the state is recommended to be established, which can collaborate and carry out actions towards heritage management. This network shall allow them to gain access to the technical knowhow from subject experts and the State Heritage Centre and gather funds from potential investors.

Strategy 6: Finance heritage management and attract investments

Action 1: Trigger investments for Heritage Management Plans

The first step in the process of Inclusive Revitalisation is the preparation of Heritage Management Plans for towns and cities

that would lay out the vision for the town and identify projects. A focus area should be identified for each of the towns and cities that the HMP will focus on. A preliminary focus area identification for prioritised towns can be referred to in Strategy 3 of this document. The preparation of these HMPs may be supported through the funds of the ULB or through engaging external investment.

Action 2: Identify gaps in funding and convergence of investments

Apart from generating funds for the preparation of HMPs, additional funds will be necessary for implementing the projects and site works identified in the HMP. These may be generated through convergence amidst existing investments. A preliminary assessment of existing and potential investments in heritage management and infrastructure upgradation has been performed as a part of this strategic framework. A table in this section determines the possible convergence amongst existing schemes, and identifies potential

investment for funding new projects that may be proposed in the Heritage Management Plans.

Action 3: Attract investment for strategic demonstration projects

Potential investors have been identified in the reconnaissance visits in most towns and cities, which includes local and regional stakeholders, corporate sector, business and royal families, amongst others. These can be partnered with for initiating urban revitalisation projects identified in the HMPs prepared for the towns and cities. The State Heritage Centre as recommended will act as a single-window investment facilitation centre for this activity, providing an enabling mechanism for investing in heritage management in the state.

Action 4: Build Heritage Fund at state and city level

A Heritage Development Fund at state level may be administered by the State Heritage Council. In addition to the grants received from

the state, it would also accept contributions, aids or donations from the Central Government, National or International agencies, NGOs, trusts, societies interested in heritage management. The fund may be initiated with a corpus amount from the state government.

A Heritage Fund at city level may be built through municipal revenue generation, donations, philanthropy, CSR funds amongst others. Municipal revenue generation and improvement in municipal finance can help in generating funds for asset management as well as augmenting the surrounding infrastructure. ULB owned heritage assets such as historic buildings (now used as public buildings), stepwells, tanks and parks form an asset bank for the respective town or city. These assets may be capitalised on for revenue generation through appropriate mechanisms such as entry fees, ticketing, rentals, license fee, parking charges, advertisement tax, and surcharge on service provision.

The multi pronged strategy recommended for Inclusive Revitalisation of Historic Towns and Cities forms the foundation for the State Heritage Programme. The framework shall guide the state in heritage management, awareness generation, investment attraction and long term sustainabiliy of the initiatives undertaken. It shall be used to guide all future documents produced in towns and cities under the programme and define the approach to be followed during revitalisation projects.

The following section outlines the way forward for the strategies with an implementation plan.

Way Forward

Rajasthan's history dates back to 2600 BC (Harappa phase of Indus valley civilisation). The state has come a long way since 1969, when the Rajasthan State Industrial and Mining Development Corporation (RSIMDC) was established for controlled industrial and service sector growth. The prevailing industries then were handicrafts and textiles. Today, the Government of Rajasthan has initiated an ambitious action for planning and development of over 40 historic cities and towns with an aim to manage and revitalise their exceptional cultural heritage.

This section lays out the way forward for the Rajasthan State Heritage Programme, which is recommended based on the prevailing stakeholder ecosystem in the state. Key aspects include a shift in the roles of various stakeholders, establishment of a State Heritage Centre and City Heritage Cells, extensive knowledge sharing and awareness building activities, with a focus on community engagement, planning for the towns and cities, and establishing sustainable partnerships for developing the cultural economy.

Government/ Administrators	Instead of being a sole financer and responsible for the rehabilitation and maintenance of heritage assets, would perform the role of facilitator for stakeholder participation, regulator for incentives and provider of essential public services and goods.
Community/ residents	Rather than being a passive beneficiary, would actively participate in identifying, valuing and mapping the cultural heritage and would sensitively preserve/conserve /reuse it with incentives and support from the government.
Private sector	Rather than being opportunistic riders, the private sector would become an active investor and collaborate with the government and community for the conservation and reuse of public and private assets.
Experts	Instead of carrying out a detached approach towards heritage, experts would advise the government, communities, the private sector, and philanthropic organisations to provide knowledge and information and advocate effective management of heritage assets.

Role of Stakeholders

Current global practices in the sector of tangible and intangible heritage management suggest a **shift from the traditional urban renewal approach to an inclusive revitalisation** approach[1] as elucidated in the adjoining table.

State Heritage Centre

In order to achieve the broad objectives of enhancing capacities for planning, outreach, and promoting models for leveraging investments for heritage management, the State Heritage Centre was established within the Department of Local Self Government, Government of Rajasthan. It started its functions from 27 June, 2017 with two domain professionals from the National Institute of Urban Affairs, New Delhi and support of Senior Town Planner, Department of Local Self Government, who is the nodal officer for the program. The centre has been initiated under the WB-CA Technical Assistance.

Further, in order to sustain and expand this good effort, town planners and other professionals are required to be included in the centre. In addition, the Department of Local Self Government has ambitious plans to establish an Urban Development Centre at Jaipur. The centre should be incorporated within the upcoming Urban Development Centre to be established with an initial corpus of INR 10 Cr. at the Officers Training School (OTS) facility, Jaipur.

The State Heritage Centre would act as a **Single-Window Facilitation Centre** to enable the implementation process of Inclusive Revitalisation in the state through documentation, partnership building and capacity building amongst other activities. It would also serve as a knowledge database for the state and facilitator for project management, capacity building, partnership building, attracting investments and developing a required legislative framework.

Heritage Cells in Towns and Cities

It is essential to establish heritage cells in all historic cities and towns to initiate and facilitate focused heritage management at city

[1] Inclusive Urban Revitalisation Draft Guidelines for Indian Cities, World Bank and Cities Alliance, 2014

level. They will also build strong linkages with the State Heritage Centre. The heritage cells will form important functions including documentation, mapping, capacity building, building partnerships, facilitating investments, amongst others. In addition, the cell will facilitate development of heritage sensitive byelaws for the cities/towns.

Awareness and Knowledge Sharing for Heritage Management

Initiating heritage management at a large scale may generate an environment of panic amongst the citizens due to lack of information on the benefits of heritage management. Hence, sustained actions towards Education, Communication and Knowledge Sharing are a prerequisite for the State Heritage Programme. These will include workshops, heritage assets mapping activity with the communities, heritage walks, statewide campaign, communication through print and social media and a plaque program.

Heritage Management Plans & Project prioritisation

It is essential to develop Heritage Management Plans (HMP) for all the historic towns and cities. The planning activity is proposed to be taken up in a phased manner based on five criteria: coverage under RUIDP (IV), immediate action required due to status of heritage assets, UNESCO/WH site, tourism potential, already identified priority projects. A common guideline (action oriented) for HMP is also necessary so that they do not end up as mere reports; rather generate actions and embed sustainable processes in the cities for heritage management. It is important to adopt a convergence mechanism while the projects are identified in the HMPs. Convergence opportunities exist under various ongoing and proposed investments by the Department of Tourism, Urban Development Department, RUIDP (Phase IV), amongst others.

Cultural Economy

Supporting and strengthening Local Economic Development (LED) is one of the fundamental objectives of the State Heritage Programme. The State Heritage Centre and the City/Town Heritage Cells have an important role in this. They will initiate and develop networks and partnerships with institutions, individuals, and the civil society. They will also facilitate periodic workshops to bring together relevant stakeholders to support, sustain and enhance livelihoods in the cultural economy.

Financing Heritage Management

DoLSG, with support from the World Bank Technical Assistance (INR 0.8 Cr.) has already initiated the planning activities for the State Heritage Programme. The State Heritage Centre, which is currently at the DoLSG should be subsequently integrated into the State Urban Development Centre (which is being developed with a corpus of INR 10 Cr. from the state government fund).[2] The overall financing strategy recommended for the SHP rests on three important principles and mechanisms:

- Convergence of government and multilateral investments for heritage management
- Building a state and city Heritage Fund
- Initial investment on soft infrastructure to trigger and facilitate investments from various sources including the local, regional and other private sector organisations.

Key actions under the financing strategy include:
Basic infrastructure upgradation to be converged under large-scale investments through mainly RUIDP, AMRUT, Tourism Department.

Dedicated projects to be developed through HMP tool. This will give a clear picture on required further dedicated/gap investments in the towns and cities.

[2]Announced by Shri Manjit Singh, PS LSG during the Stakeholder Consultation Workshop on 21 July, 2017 at HCM RIPA, Jaipur.

IMPLEMENTATION PLAN FOR RAJASTHAN STATE HERITAGE PROGRAMME

Expected result and actions	Implementation strategy and Stakeholder's role	Status till Feb 2018 and Timeline *(from the commencement of the programme)*
STRATEGY 1: Incorporate heritage management in state framework and legislations		
Strengthened institutional framework for heritage management 1. Initiation of State Heritage Centre in DLB 2. Formulation of the framework and guidelines for the SHP 3. Formation of City Heritage Cells in all identified historic cities/towns	Government of Rajasthan's initiative with multi-department collaborative approach, with Directorate of Local Bodies as the anchor department for facilitation and strengthening of institutional mechanisms.	Completed Completed 8-12 months (along with initiation of HMP preparation activity)
Strengthened legislations for heritage management 1. Formulation of Heritage Council Rules 2. Incorporation of heritage sensitive regulation in the byelaws with thrust on incentivisation for heritage property owners	Government of Rajasthan's initiative of formation of a State Heritage Council.	8-12 months
STRATEGY 1: Incorporate heritage management in state framework and legislations		
Increased awareness and sense of ownership amongst various stakeholders 1. State level workshop engaging senior stakeholders 2. Awareness building and knowledge sharing (benefits of heritage management) through 'mapping' activity in pilot cities (Jodhpur and Nawalgarh) 3. Central documentation and information exchange facility at the State Heritage Center 4. Mapping of tangible and intangible heritage	• Anchored by the State (Directorate of Local Bodies) • Part of the HMP process • Setting up of web portal for the programme that will act as a single-window facilitation system • Organisation of first mapping workshop at pilot cities of Jodhpur and Nawalgarh under the Technical Assistance. • Stakeholder consultation workshops in pilot cities (Jodhpur and Nawalgarh)	Completed Completed 12 months 10 months 12 months

Expected result and actions	Implementation strategy and Stakeholder's role	Status till Feb 2018 and Timeline *(from the commencement of the programme)*
5. Heritage walks, state wide campaign, celebrate associated events like World Heritage Day 6. Awareness through print media and social media 7. Plaque Programme	• Mapping in other towns and cities to be done and regularly updated by the City Heritage Cell as a part of the HMP • Facilitated by the Directorate of Local Bodies, the City Heritage Cell to take initiative and support activities led by elected representatives and community leaders • Directorate of Local Bodies along with the State Archaeological Department to finalise on a common design for all the listed buildings of importance at state level • City Heritage Cell to finalise on a design for listed buildings of importance at city level • Promotion of local fairs and festivals	12 months and further for the duration of the program 10 months and beyond 12-15 months
STRATEGY 3: Strategise and plan for historic cities and regions		
Heritage Management plan (HMP) for all identified historic cities/towns *(Key aspects: Zone demarcation, Strategies for development, List of prioritised projects, Action plan)* 1. HMPs and project development proposal for demonstration projects and guidelines for HMP 2. Completion of HMP for Phase 1 towns (Udaipur, Bharatpur, Sawai Madhopur, Churu, Chittorgarh, Bandikui, Kaman, Pilibanga, Jobner, Mandawa, Sambhar, Jaisalmer, Bundi, Jhalwar-Jhalrapatan) 3. Completion of HMP for Phase 2 towns (Sikar, Banswara, Karauli, Chomu, Deeg, Merta city, Nathwada, Ramgarh, Kishangarh, Fatehpur, Khetri) 4. Completion of HMP for Phase 3 towns (Kota, Alwar, Mount Abu, Shahpura, Rajgarh, Dhaulpur, Weir, Hanumangarh, Jhunjhunu, Sujangarh, Lakshmangarh, Tijara, Kumher, Bissau, Mukundgarh, Baggar, Pilani, Chirawa)	• Plans for pilot cities of Jodhpur and Nawalgarh to be prepared under the Technical Assistance • Educational institutes and other organisations in the sector may be involved for the preparation based on guidelines developed by the State Heritage Centre	9-12 months 15-30 months (Phase I, II and III)

Expected result and actions	Implementation strategy and Stakeholder's role	Status till Feb 2018 and Timeline *(from the commencement of the programme)*
Convergence of proposals, projects and implementation under other existing and proposed investments 1. Inclusion and Revitalisation of: • Deeg - Bharatpur-Sawai Madhopur under spiritual circuit • Churu - Sikar under heritage circuit • Nagaur and Phalodi under desert circuit 2. Convergence of project development proposals and implementation under RUIDP Phase IV and other schemes/programs	• Strategic meeting with tourism department for convergence • Preparation of HMPs for towns falling in tourist circuits • Strategic meetings with programs such as RUIDP, MJSY, AHVY, NULM	In line with deadlines of Tourism dept. (12-24 months) In line with deadlines of the various programs
STRATEGY 4: Support, sustain and enhance livelihoods in cultural economies		
Local economic development (LED) through job creation and skill development 1. Formation of stakeholder network (institutions, professionals) at the State level for LED (Main roles: outreach, partnerships, technical, research and innovation) 2. Linking the state stakeholder network with the heritage cells at cities and expanding it at local level 3. Workshops and training programs in pilot cities 4. Contractors workshop in all cities	• Strategic meetings and outreach activities (e.g. with organisations like IICD, NULM) • Skill enhancement workshop in Jodhpur and Shekhawati region and meeting with SHG's under NULM • Workshop on know-how of traditional techniques in all identified town and cities; starting with MJSY funded towns and cities	11 months 11 months
STRATEGY 5: Promote and Empower the Civil society		
Empowered civil society 1. Identify community and civil society initiatives	• Envisaged to be implemented through the State Heritage Centre and City Heritage Cells	10 months
Promotion of civil society through state and city networks 1. Formation of stakeholder network (non-government institutions, community initiatives) at the state level 2. Link the state stakeholder network with the heritage cells in cities and expand it at local level	• Strategic meetings and outreach activities with NGOs/CBOs and individuals	11 months Immediate after the previous action

Expected result and actions	Implementation strategy and Stakeholder's role	Status till Feb 2018 and Timeline *(from the commencement of the programme)*
STRATEGY 6: Finance heritage management and attract investments		
Improved basic service provision and Infrastructure development in historic towns and cities 1. Convergence for heritage towns under RUIDP Phase IV *(Investment sectors are water supply and sewerage)*	• Gaps (water supply) in towns - Chomu, Sambhar - Phulera, Jobner, Bandikui, Nawalgarh, Fatehpur, Kaman, Deeg, Dungarpur	8 months
2. Project development proposals and execution works for pilot cities to be converged under RUIDP (IV)	• With Nawalgarh covered under RUIDP (IV) and preparation of its HMP is on priority as a pilot city, projects to be identified within the RUIDP timeline and submitted for DPR level	11 months
	• For other towns covered under RUIDP (IV), facilitation from Directorate of Local Bodies needed for convergence	11 months
3. Identify gaps in towns and cities with AMRUT funding *(Investment sectors are water supply, drainage, sewerage, public space)*	• Gaps (water supply) in towns -Jhunjhunu, Jaipur, Kishangarh, Hanumangarh • Gaps (drainage) in towns - Jaipur, Jodhpur, Kota, Bikaner, Ajmer, Alwar, Bharatpur, Sikar, Kishangarh, Hanumangarh, Dhaulpur, Sawai Madhopur, Chittorgarh, Bundi, Jhalawar • Gaps (sewerage) in towns - Jhalawar, Jhunjhunu, Kota	10 months
	• Gaps (public space) in towns - Jhalawar, Dhaulpur	10 months and beyond
4. Identify gaps and potential projects under MJSY (23 towns covered)	• Meeting for identification of shelf of projects in the identified 23 towns	
5. Identify gaps in the proposed IPDS (39 heritage towns) and HUDCO (23 heritage towns) schemes	• Strategic meetings with concerned departments	10 months and beyond
Sustainable state and city financial reserve 1. Establish a Heritage Fund anchored at the State Heritage Centre 2. Develop a transparent mechanism to facilitate funding	• Strategic consultations	11 months and beyond
Investments in Heritage Management 1. Strategic workshop to attract investments; initial one at Jaipur and periodic meetings / workshops in other cities based on the identified projects as a part of the HMP	• Share opportunities through the strategic workshop with government and non-government/ private agencies	12 months and subsequently on preparation of HMPs for other towns and cities

The State Heritage Programme for Rajasthan is a pioneer initiative in the country owing to its state-wide coverage and unique approach. It is envisioned as a sustainable initiative to engage stakeholders, manage heritage, facilitate investment in heritage management and promote a knowledge database. Enabling mechanisms to facilitate heritage management in addition to convergence of existing investments for infrastructure augmentation are the key tools identified for effective implementation of the State Heritage Programme. A timely and well-organised implementation of the programme shall ensure the desired economic benefits through successful Inclusive Revitalisation of the historic towns and cities of Rajasthan.

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