

# Jaipur



**UNESCO Creative City of Crafts & Folk Art Network**

**Monitoring Report  
2019**



United Nations  
Educational, Scientific and  
Cultural Organization



**JAIPUR**  
CITY OF CRAFTS AND FOLK ART

Designated  
UNESCO Creative City  
in 2015

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# 1. EXECUTIVE SUMMARY

Jaipur became a part of the UNESCO Creative Cities Network (UCCN) in 2015 designated as a 'City of Crafts and Folk Arts'. Since, its inscription, Jaipur since the last four years, has prudently explored various aspects and parameters associated and influenced by Crafts and Folk Arts rendering it a specific identity while strengthening the role of stakeholders and authorities. The city of Jaipur represents the continuity of a traditional creativity, which has evolved over centuries and continues to blend with the contemporary development of the city. The idea of 18<sup>th</sup> century city of Sawai Jai Singh II as a centre of trade and commerce, a creative hub for the arts and crafts, a city with a distinct artistic identity is still witnessed in the culture and buildings of the Walled city. In each phase of Jaipur's development, new influences have only served to enrich these arts and crafts, and the range of artistic objects and products has only increased and diversified. Despite present day challenges of rapid urbanization, expansion and the diminishing value of hand made products globally, Jaipur still thrives as a centre for crafts and folk arts. Promotion and development of Jaipur Arts & Crafts is on the rise in a contemporary way while linking it with tourism and community economy. The artisans and craftspeople of Jaipur have been acknowledged and awarded nationally and internationally.

## **Integrating Creative Crafts to achieve Sustainable Development Goals**

Since 2015, Jaipur Municipal Corporation has undertaken two major initiatives to integrate the crafts of Jaipur in city planning and projects. These include:

- a) Integration of Crafts with Built Heritage Planning and Projects as part of the Smart City Plan for Jaipur under the Ministry of Housing and Urban Development, India
- b) Achieving recognition of Jaipur Crafts under criteria (vi) as part of the UNESCO World Heritage Inscription of Jaipur City in 2019.

Above two initiatives have ensured that any future development of the city under the major National program of Smart Cities or through the 'Special Area Heritage Plan' being prepared for its World Heritage Status will ensure a holistic approach inclusive of its crafts and craftspeople along with built heritage conservation and other infrastructural development.

## **Awareness and Promotion**

Since 2015, Jaipur Municipal Corporation has convened a range of programmes for promotion and awareness of indigenous arts and crafts and built heritage for the citizens of Jaipur and also special interest groups nationally and internationally. These activities are planned to mark and recognise important days like World Heritage Day, World Tourism Day, Jaipur Founder's Day (Jaipur Sthapna Diwas), International Museums Day and include curated programmes like Arts & Crafts Exhibitions, Workshops and Seminars, Outreach events, Activities for School children & Colleges, Heritage walks and orientation tours of

important monuments and sites, in collaboration with other Urban local bodies like State Archaeology Department, Art & Culture, Jaipur Development Authority, Department of Tourism, Smart City limited, Jaipur & NGOs, organisations, institutes and societies working in this field. All such events are planned in important community buildings or temples and public buildings in order to demonstrate how intangible features like culture, crafts and festivals are integrated with the built fabric of Jaipur.

### **International and National Knowledge Exchange on Creative Cities**

Jaipur has a commitment for knowledge exchange on Crafts and Folk Arts with other cities at global level as a UNESCO Network City and have actively participated in national level conferences with other designated Indian cities and aspiring cities and guided their nomination. This Included a) Visit of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017 and b) Participation in National Conference of UNESCO Creative Cities Network on 16 May 2019

Jaipur hosted the visit of an official Delegation from Chiang Mai, Thailand to Jaipur on 18th-19th January, 2017. Since Jaipur's inscription as UNESCO Creative City of Crafts & Folk Arts in the year 2015, several activities and outreach events for its promotion as a Creative City has been carried out in the Historic Walled city by Jaipur Municipal Corporation and showcasing Jaipur's initiative for Crafts and Folk Arts to Chiang Mai contributed to Jaipur's mandate and commitment to UNESCO. Since, Chiang Mai's focus is on textiles craft, Jaipur proved an apt case to study. The delegation understood the role of JMC in promoting Jaipur as a Creative city and in managing the UNESCO World Heritage Sites under the Department and also visited World Heritage Sites of Jantar Mantar and Amber Fort. An official delegation from Jaipur Municipal Corporation represented Jaipur Creative City and presented the entire process of Jaipur's Nomination and promotional and outreach programmes post inscription to other member cities.

### **Way forward:**

Jaipur is ideally placed to develop and flourish itself as an international hub of handicrafts based creative and cultural industries owing to its immense wealth of indigenous crafts giving livelihood and engaging thousands of local artisans. With UNESCO's platform, Jaipur is trying to become a model of sustainable development of its living culture of arts and crafts and has tried to achieve the committed actions as Creative City since 2015. It will continue to pursue in its achievement of the UCCN Objectives in future as per the proposed action plan in this report.

## 2. GENERAL INFORMATION

2.1 Name of the city: **Jaipur**

2.2 Country: **India**

2.3 Creative Field of Designation: **Crafts & Folk Art**

2.4 Date of Designation: **11 December 2015**

2.5 Date of Submission of the current report: **December 2019**

2.6 Entity responsible for the report: **Jaipur Municipal Corporation**

2.7 Previous reports submitted and dates: N/A

2.8 Focal points of contact:

**Vijay Pal Singh (IAS), Commissioner**  
**Jaipur Municipal Corporation (Urban Local Body)**  
**Address: Office-Pandit Deendayal Upadhyay Parisar,**  
**Lal Kothi Tonk Road,**  
**Jaipur 302004, Rajasthan -India**  
**Telefax number: +91 141 2742823**  
**Email address: [Leo.jaipurmc@gmail.com](mailto:Leo.jaipurmc@gmail.com)**

City government liaison:

**Arun Garg, Additional Commissioner**  
**Jaipur Municipal Corporation (Urban Local Body)**  
**Address: Office-Pandit Deendayal Upadhyay Parisar,**  
**Lal Kothi Tonk Road,**  
**Jaipur 302004, Rajasthan -India**  
**Telefax: +91 141 2744273**  
**Email address: [addcomm.jmc@rajasthan.gov.in](mailto:addcomm.jmc@rajasthan.gov.in).**

*Note: All emails and communication to be copied to following nodal officers:*  
*Rinku Bansal, Additional Chief Town Planner, Jaipur Development Authority,*  
*Government of Rajasthan, email: [rinkubansal.jpr@gmail.com](mailto:rinkubansal.jpr@gmail.com)*  
*Disha Tomar, Assistant Town Planner, Jaipur Municipal Corporation,*  
*email: [dishatomar@ymail.com](mailto:dishatomar@ymail.com)*

## 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

3.1 Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory)

None in last 4 years, but it had attended the annual meeting in Seoul, Korea in 2011 when Jaipur city was preparing its application. Jaipur also intends to be present in the annual conference in 2020 at Santos, Brazil.

3.2 Hosting of a previous or future UCCP Annual Conference:

N/A (Preparing Bid for hosting 2022 UCCP Annual Conference)

3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives (including sub-network meetings)

Hosting of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017

3.4 Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Programme

IICD (Indian Institute of Crafts & Design) Jaipur hosted an International Conference on Recent Trends in Crafts & Design in 2017. The aim of the conference was to create a forum to discuss the technological, artistic and scientific achievements in the areas of crafts and design in India and abroad. The conference provided an excellent opportunity to document the feedback on the advancement in craft designing and served as a platform for networking among artisans, free lancers, academicians, Government officials, NGOs and industry executives working in craft and allied areas. (No members of the Programme were part of this conference)

**ANNOUNCEMENT**  
Decision | Registration Fees | Coordinators

IICD Jaipur is pleased to announce International Conference on Recent Trends in Crafts & Design (2017) to be held during 17th-18th November 2017. The aim of the conference is to create a forum to discuss the technological, artistic and scientific achievements in the areas of crafts and design in India and abroad. The materials that are used for craft making are broadly classified as soft materials (e.g., cloth, paper, leather etc.) and hard materials (e.g., stone, metal, wood and glass materials). The conference would provide an excellent opportunity to document the feedback on the advancement in craft designing in India and abroad. The conference will also serve as a platform for networking among artisans, free lancers, academicians, Government officials, NGOs and industry executives working in craft and allied areas.

Registration starts from 31. JULY 2017 at 12:00 PM IST

**CONFERENCE COORDINATORS**  
- Dr. Toolika Gupta  
DIRECTOR, IICD  
- Dr. Baran Shankar Gupta  
ASSOCIATE PROFESSOR, IICD

**REGISTRATION FEES**  
- IICD OFFICE & FEELEAF CARD: 750/- INR  
- PhD FELLOWSHIP & ACADEMIC TRIP: 1500/- INR  
- ARTIST AND CRAFTS PERSON: 250/- INR  
- INDUSTRY FELLOW: 500/- INR  
- HOST OFFICIALS: 3000/- INR  
\*Fees include lunch and transport

**INTERNATIONAL CONFERENCE ON RECENT TRENDS AND SUSTAINABILITY IN CRAFTS & DESIGN**  
NOV 17 & NOV 18 JAIPUR 2017

The Indian Institute of Crafts & Design was setup as an autonomous institute by the Government of Rajasthan in the year 1985 to act as a catalyst of change in the craft sector. Since October 2007, the institute is being funded and managed by Arsha Educational Institute (AEI) under the Public-Private Partnership (PPP) model.

As a pioneer in the area of craft design, the Institute works towards the evolution of crafts and the crafts person in the contemporary socio-economic context. IICD is continuously evolving in a vibrant environment of experimentation and innovation. IICD offers Under Graduate (UG) and Post Graduate (PG) Programmes and other Certificate Programmes.

The Institute has good infrastructure, workshop, classrooms, studio, advanced book lab with latest configuration and a computerized knowledge resource centre with more than 500 student project, craft documentation and reports.

Contact Information:  
J.R. Jhalana Institutional Area, Jaipur,  
Rajasthan-302004, INDIA.  
Phone: 91-141-2702033, 1504, 0156  
Fax: +91-141-2702103  
Email: [conferencenov17@iicdjaipur.in](mailto:conferencenov17@iicdjaipur.in)

**CALL FOR RESEARCH ARTICLES AND POSTERS**  
We invite high quality original theoretical / applied / empirical papers from faculty members, research scholars and industry practitioners.

**Focus Area**  
**CRAFTS & DESIGN**

Submissions covering studies in the context of recent trends and emerging markets are greatly encouraged. Contributions on topics and design issues are welcome.

**GUIDELINES TO AUTHORS**  
**Paper Submission**  
**Guidelines**  
Only soft paper can be submitted. Paper should contain: Title, author name(s) and affiliation, email, 200-word abstract, keywords, Introduction, motivation of the study, literature survey, data and methodology and results, design implications. Paper should be limited to ten (10) pages in length with single line spacing, 12-point font size, Times New Roman font type, and 1-inch top/bottom margins. Main text including cover page, abstract and references of the paper should not exceed seven (7) pages while tables, figures, appendices, and other supplementary material should not exceed three (3) pages.

**BEST PAPER AWARD**  
The decision will be taken by a jury-committee duly constituted by IICD.

**Poster Submission**  
**Guidelines**  
Poster Size: 4' (70cm) x 48cm (1 sheet only)  
Picture Size: 12cm x 8cm  
Font Size - Heading: 18  
Font Size - Text Content: 14  
\*Please register for conference and bring your poster during conference. Participants should carry the poster during poster presentation sessions. Do not send poster via mail / courier. Replica of crafts design along with the poster is highly appreciated.

**BEST POSTER AWARD**  
The decision will be taken by a jury-committee duly constituted by IICD.

**CRAFTS AND IICD**  
The Handicrafts sector is widely spread throughout India and offers direct employment to more than thirteen million people. The traditional repertoire of the variety of materials used, their forms, functions, techniques and cultural semantics is enormous and a rich resource which is more relevant in today's context and concern for sustainable development. Handicraft exports accounts for a sizeable proportion of the country's export basket. The growth potential of the sector both in terms of domestic and global market is substantial. The main objective of IICD is to develop high quality professionals to act as catalysts of change in the crafts sector. IICD is committed to the inclusion of artisans' wards in the major education programmes. We urge State Government entities, Social Enterprises and Non-Government Organizations to support and sponsor candidates.

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3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCP in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)

N/A

3.6 Serving as cluster coordinator or deputy coordinator and period

N/A

3.7 Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)

**Jaipur has played an active role for guiding the applications of other Indian cities for the year 2019 through interactive discussions and meetings organized through UNESCO New Delhi Office.**

## 4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

As a 'UNESCO Creative City of Crafts and Folk Art' Jaipur has established a comprehensive strategy to develop and boost local crafts and community based economy and keep this creative sector very much a part of all initiatives and projects by Urban local bodies and stakeholders. The initiatives and projects are driven by following assigned objectives and outcomes:-

1. Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society; and integrating culture and creativity into local development strategies and plans.

**2016** - Role of crafts has been strengthened and integrated in all development projects related to Jaipur Walled City. Rajasthan School of Arts was conserved by Jaipur Smart City Limited and is now adaptively reused as 'Museum of Legacies' showcasing and exhibiting major arts and crafts of Jaipur and serves as a model project for future activities and workshops.



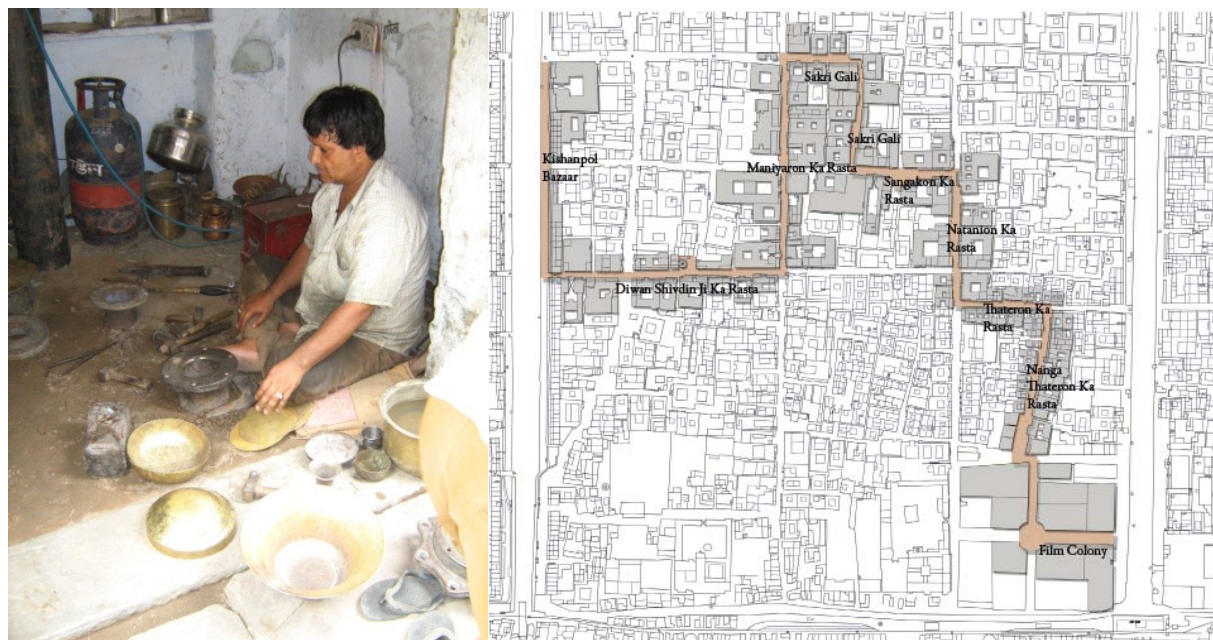
*Rajasthan School of Arts restored by Smart City, Jaipur*



*Museum of Legacies in Rajasthan School of Arts, showcasing Arts & Crafts of Jaipur*



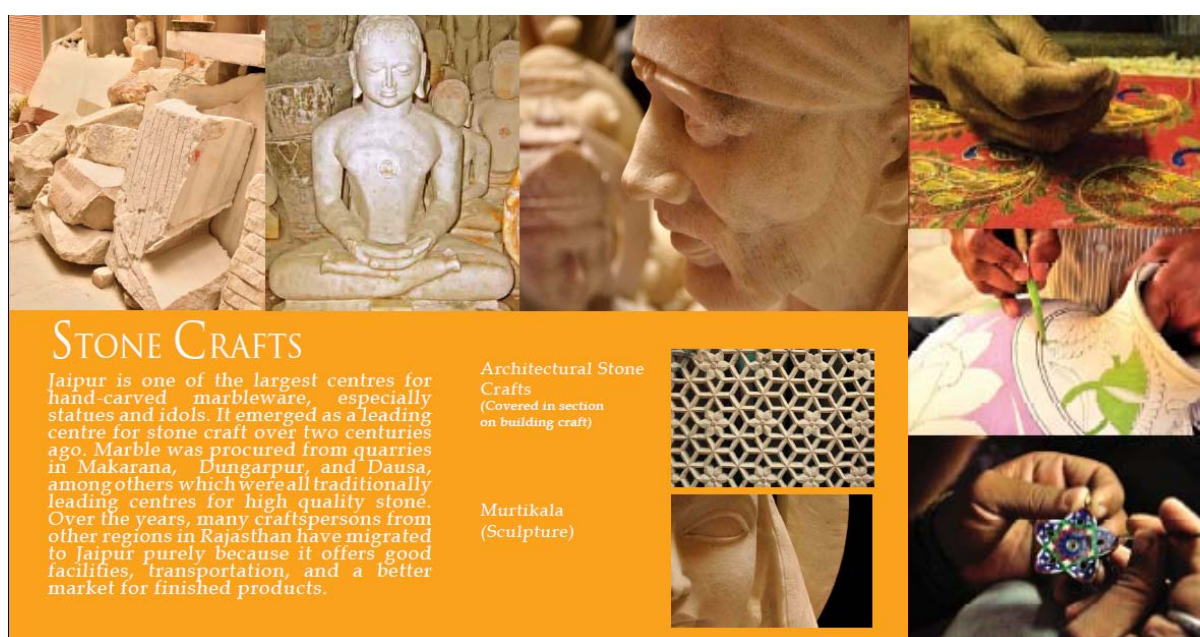
**2016 onwards** - The Chowkri Modikhana Walk initiating from New Gate exploring the craft streets and temples and havelis, ends at School of Arts making it the main hub of outreach and promotional events related to Crafts of Jaipur.



*Thathera (Metal Utensil Maker) in Chowkri Modikhana*

*Chowkri Modikhana heritage walk route map*

**2018-2019** - Jaipur Arts and crafts is one of the main criteria (criteria vi) accepted by World Heritage Committee for determining the Outstanding Universal (OUV) accepted by ICOMOS as being directly associated with longstanding arts and crafts traditions that characterise the city as a centre of artistic excellence throughout its history.



*Research & Documentation of Arts & Crafts of Jaipur for Criteria vi of UNESCO World Heritage inscription*

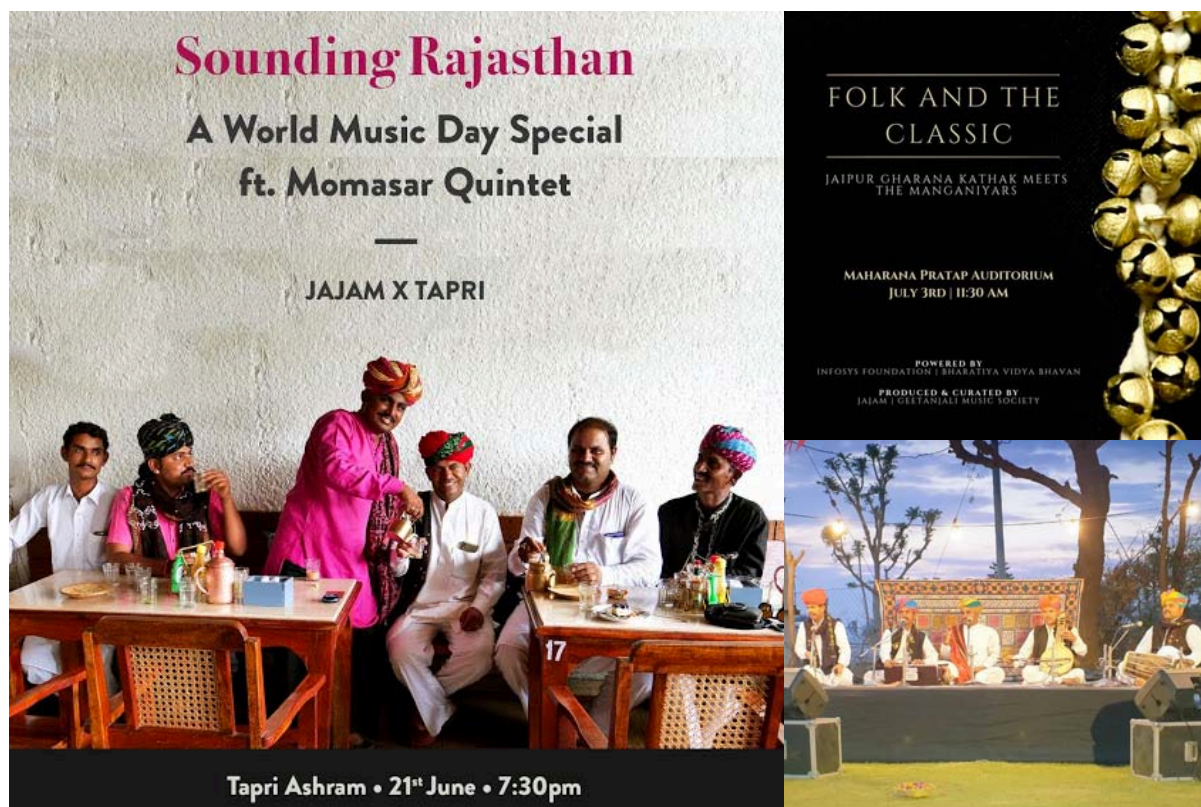
2. Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services.

**2019** - Urban local bodies along with JAJAM (Jaipur Junction for Arts & Crafts) is working on some fair-trade craft products that expand the scope of centuries old craft traditions by finding new ways of applying those skills to create beautiful and functional products that are carefully designed along with the craftspeople. Under Welspun patronage, traditional artistry and contemporary design to create detailed accessories like hand-embroidered complex Zardozi techniques by a generations-old craft community in the city of Jaipur.



*Innovation in Arts and Crafts products and accessories by Craft Institutes of Jaipur*

**2016-2019** - Jaipur Gharana's unique contribution to the Kathak tradition by way of performing over a fusion of Indian Classical and Rajasthan Folk music traditions of



*Folk Musicians of Jaipur and surrounding rural areas of Rajasthan regularly giving performances*

Manganiyars. Documentation of folk music artists and their musical traditions is being done to create a platform of learning.

JAJAM (Jaipur Junction for Arts & Music) an NGO creates platforms and experiences around traditional and indigenous arts and music to sustain them in a globalized world.



*Research & Documentation of Folk Artists Musicians by JAJAM Foundation dedicated to Folk Music Traditions of Jaipur*

3. Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

### **2018-2019**

Research work on the unique intangible heritage of storytelling through street names in the walled city of Jaipur for research on the nomenclature of the streets in the walled city and stories behind the names. It is remarkable that the naming of the streets has been successfully used as a method of storytelling, of the rich local history of the place for which a digital map of the walled city streets with the stories behind the names embedded in it will be created.



*Digital map of Craft streets of Jaipur walled City, a research led by Dronah Foundation*

A more detailed research and mapping of Artisans in Jaipur was carried out in 2018-19 including the 36 Karkhanas (or Industries).

The concept of 36 Karkhanas (36 industries/production areas of artisans) was initiated in India during the Sultanate period and further strengthened in northern-India during the Mughal period. The state patronized and controlled numerous wage artisans of various crafts. The imperial Karkhanas were example of collective and large-scale employment of artisans or craftspersons in different crafts. The Karkhanas were meant to cater to the household needs of the royalty and the state requirements. The Karkhanas worked on large scale, for instance numerous artisans in various kinds of crafts were patronized at Agra, Fatehpur Sikri, Gujarat and Lahore Karkhanas. In Jaipur, Sawai Jai Singh II adapted these thirty-six Karkhanas to suit the royal and city functions of the new city. Historic documents such as Dastur Komwar, Buddhivilas and karkhanajat papers record the names of artisans who came from distinct areas to settle down in the newly built Jaipur city. It reveals that Sawai Jai Singh II not only invited local artisans from previous capital of Amber but also welcomed new techniques of arts and crafts from other areas like Gujarat, Agra, Delhi and Bengal etc.

The 36 karkhanas were a series of workshops under the royal administration of which several were dedicated to crafts and folk arts. These can be traced in significant parts of the walled city even today. While most of the original 36 karkahanas are more symbolic in Jaipur's history as they lost significance with changes in royal systems and lifestyle, 11 of them linked to the city economy and rituals still continue to thrive and flourish. (Refer on next page: Crafts map of Jaipur prepared for Criteria vi for establishing OUV, Feb 2019)

## 36 karkhanas

1750 - 60 by Sawai Jai Singh-II and later continued by Sawai Madho Singh-I

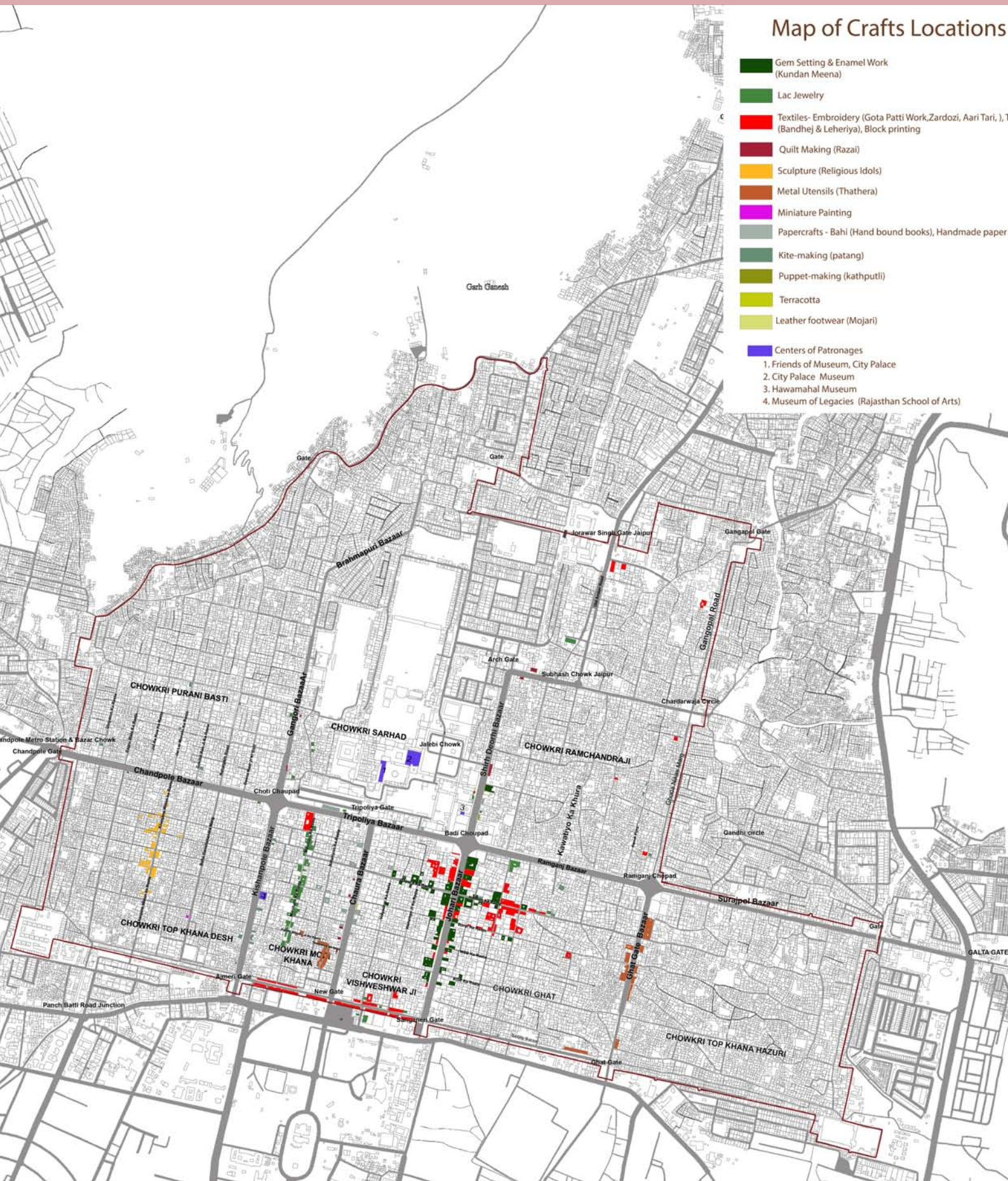
The 36 karkhanas were a series of workshops under the royal administration of which several were dedicated to crafts and folk arts. These can be traced in some parts of the walled city even today.



*Research & Documentation of 36 Karkhanas (or Cultural Industries) while establishing its link with contemporary Arts & Crafts of Jaipur by Dronah for UNESCO World Heritage Information for Jaipur*

# Map of Crafts Locations

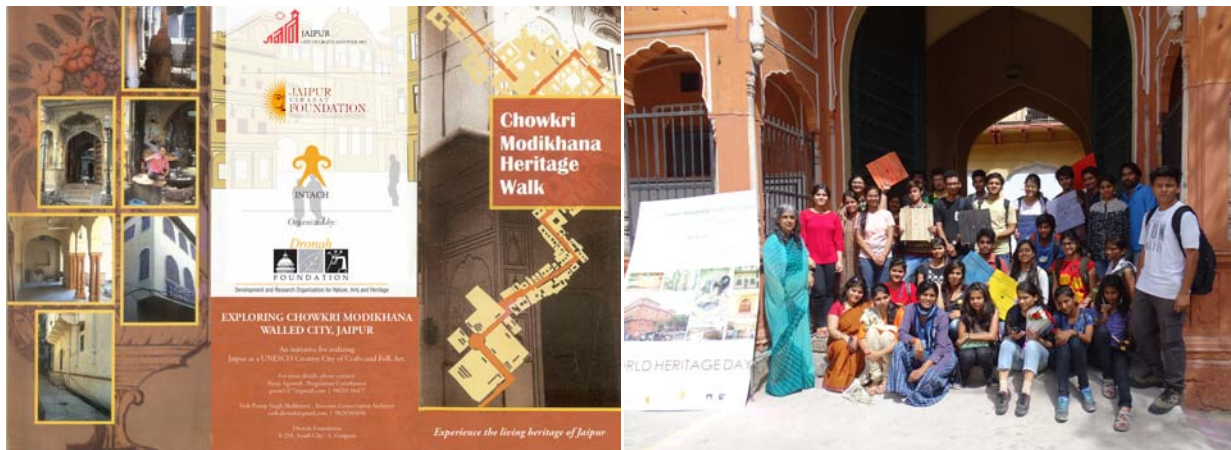
- Gem Setting & Enamel Work (Kundan Meena)
- Lac Jewelry
- Textiles- Embroidery (Gota Patti Work, Zardozi, Aari Tari, T (Bandhej & Leheriya), Block printing
- Quilt Making (Razai)
- Sculpture (Religious Idols)
- Metal Utensils (Thathera)
- Miniature Painting
- Papercrafts - Bahi (Hand bound books), Handmade paper
- Kite-making (patang)
- Puppet-making (kathputli)
- Terracotta
- Leather footwear (Mojari)
- Centers of Patronages
  1. Friends of Museum, City Palace
  2. City Palace Museum
  3. Hawamahal Museum
  4. Museum of Legacies (Rajasthan School of Arts)



Every year (since 2013 onwards) Jaipur Nagar Nigam along with other local bodies & NGOs/ Organisations observes the celebration of World Heritage Day and World Tourism Day involving local craftsmen and artisans for their capacity building and training.

**2016-2019 - World Heritage Day** celebrated every year on 18 April through Heritage Walks & Workshops. Convener: Jaipur Municipal Corporation in collaboration local bodies & NGOs; Curator: Dronah Foundation

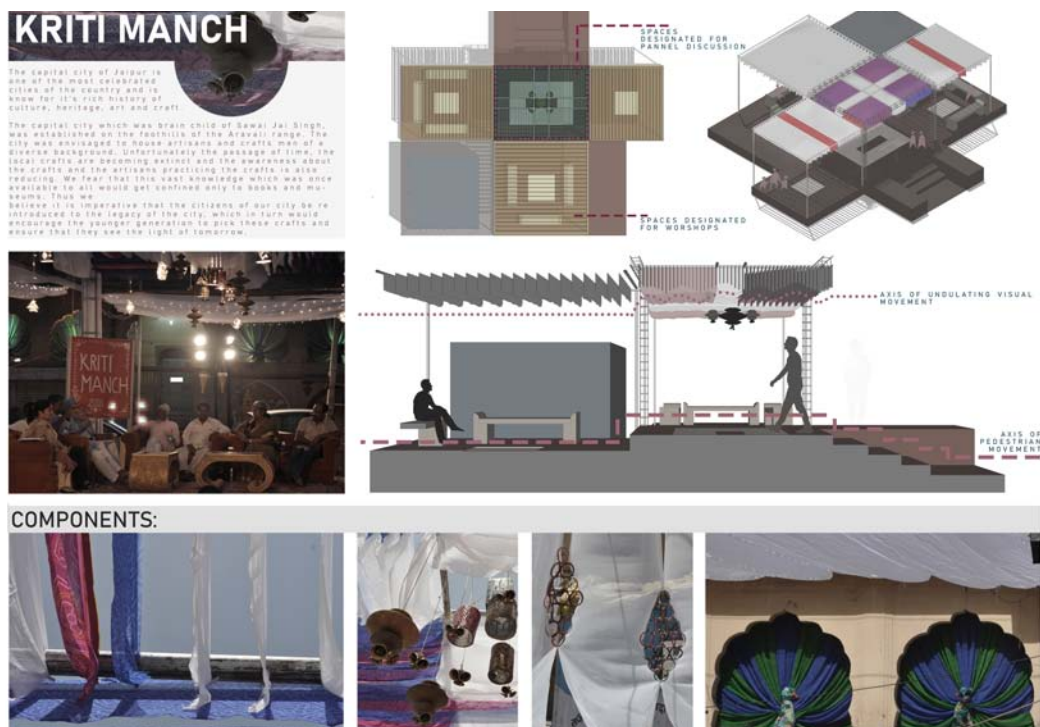
**‘Exploring Chowkri Modi Khana, Walled city, Jaipur’- An initiative for realising Jaipur as a UNESCO Creative City of Crafts & Folk Art’ on 18<sup>th</sup> April, 2016 (WHD) at School of Arts**



*Brochure of CMK walk*

*Participation from colleges, schools & local citizens*

**Kriti Manch: Celebrating the City of crafts on the occasion of World Heritage Day, 14 -18 April, 2018, Chowkri ModiKhana**

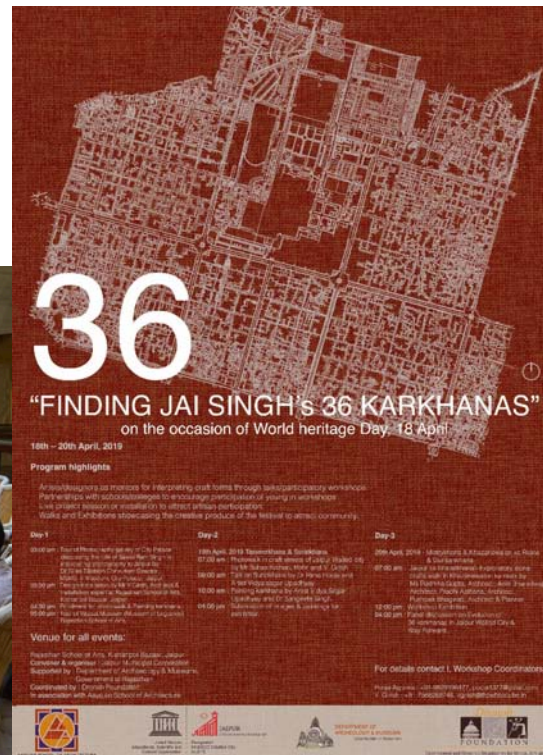


*Public Arts & Crafts Installation involving Craftsmen and students of Art & Architecture institutes*

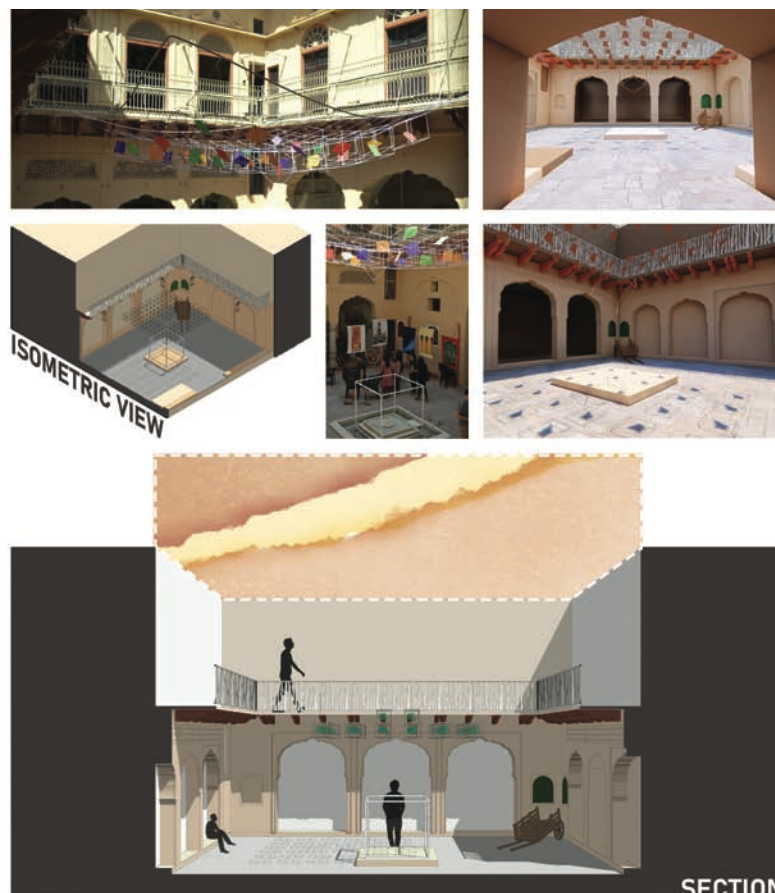
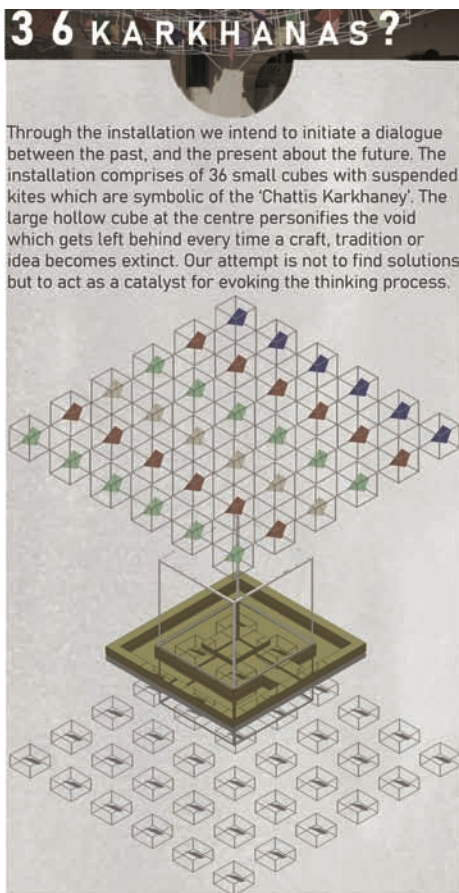
**Finding Jai Singh's 36 Karkhanas- An International workshop on the occasion of World heritage Day, 18th- 20th April, 2019 explaining the importance and meaning of 36 karkhanas to citizens of Jaipur**



*Discussing the evolution of Arts & Crafts of Jaipur*



*Poster of Workshop on 36 Karkhanas*



*Public Arts & Crafts Installation involving Craftsmen and students of Art & Architecture institutes*

**2016-2019 - Heritage Walks on World Tourism Day & special occasions**

**Ghat ki Guni Heritage Walk launched in 2014, aims to present the rich natural, built and cultural heritage resources of Ghat ki Guni precinct**

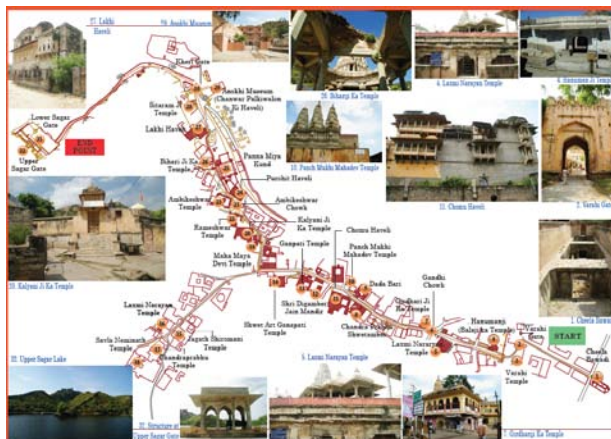


*Brochure of Ghat ki Guni walk*



*Participation from schools & local citizens*

**Heritage Walk in Amber comprising of temples, havelis, bavdis & chowks to spread sensitivity within the community and citizens of Jaipur & Amber towards local heritage**



*Brochure of Amber walk*



*Participation of officials from Tourism & JMV*

**Jaipur: Inception of Jai Singh's Metropolis Celebrating Jaipur's Sthapna Divas (Jaipur Founder's Day) on 18th - 19th November, 2019**



*Arts & Crafts Workshops on Blue Pottery & Lac by Master Craftsmen on the occasion of Jaipur Founder's Day*



## 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCP

### 5.1 Visit of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017

Jaipur hosted the visit of an official Delegation from Chiang Mai, Thailand to Jaipur on 18th-19th January, 2017. Since Jaipur's inscription as UNESCO Creative City of Crafts & Folk Arts in the year 2015, several activities and outreach events for its promotion as a Creative City has been carried out in the Historic Walled city by Jaipur Municipal Corporation and showcasing Jaipur's initiative for Crafts and Folk Arts to Chiang Mai contributed to Jaipur's mandate and commitment to UNESCO. Since, Chiang Mai's focus is on textiles craft, Jaipur proved an apt case to study. The delegation understood the role of JMC in promoting Jaipur as a Creative city and in managing the UNESCO World Heritage Sites under the Department and also visited World Heritage Sites of Jantar Mantar and Amber Fort.

### 5.2 UNESCO Creative Cities Meeting in June 2019 where the City of Hyderabad that became creative city in 2019 and other Indian applicant cities were present.

## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS:

### 6.1 Initiatives, programmes or projects aimed at achieving the objectives of the Network locally:

#### 1. Upgradation of Artisans' historic settlements in Jaipur:

**Objective:** Facilitating the citizens of craft settlement and strengthening their know-how to better the built fabric through consultation process along with conservation and upgradation of public infrastructure and community facilities to establish a sustainable partnership between public and private sectors.

This is an ongoing project as proposed in the Action Plan of 2015-2019 submitted to UCCN. The craft streets namely Thatheron ki Gali, Thatheron ka Rasta and Maniharon ka Rasta which are predominately craft settlements respectively of metal utensil makers and lac bangle makers are part of Chowkri Modikhana Heritage Walk in Jaipur Walled city. Phase-I of this project related to formulation of a Detailed Project Report (DPR) was completed in the year 2014-2015 and work was initiated as outlined. Phase-II of this project related to public street infrastructure which covers building services like water-supply, and sewerage lines, electrical lines and sanitation has been laid out by Jaipur Smart City Limited. Building Facade Restoration and signages guiding the walk route are being dealt by Amber Development & Management Authority as per the Facade Control Guidelines. Artisans are given direct access for sales of crafts products through the Heritage walk App recently developed by an NGO in partnership with JMC.

Phase-III of the project as proposed by Jaipur Municipal Corporation includes Facilitation to citizens of Chowkri Modikhana to upgrade their habitat and procedural knowhow related to necessary permissions from Urban local bodies. JMC will also in this phase, incorporate street furniture and upgrade community social infrastructure like developing the open spaces and precincts near religious buildings. The details of the project are as under:

**Stakeholders:** Jaipur Municipal Corporation (JMC ) will be the executing agency along with Jaipur Smart City Limited & Amber Development & Management Authority with Dronah as Adviser.

**Beneficiaries:** The project will directly benefit artisans living and working in the area, local residents and visitors to Jaipur.

**Outcome:** The project will enhance the overall living environment of the artisans and will strengthen their position in the Walled city. Upgradation of services in these areas have improved the general living conditions for craftspersons while regular heritage walks by a wide range of visitors provides greater accessibility for direct sales. This is being replicated in other crafts streets (as detailed in point 2.) of Jaipur which will greatly enhance socio-economic sustainability for the city.

## 2. Developing Stone Crafts Walk of Khazanewalon ka Rasta:

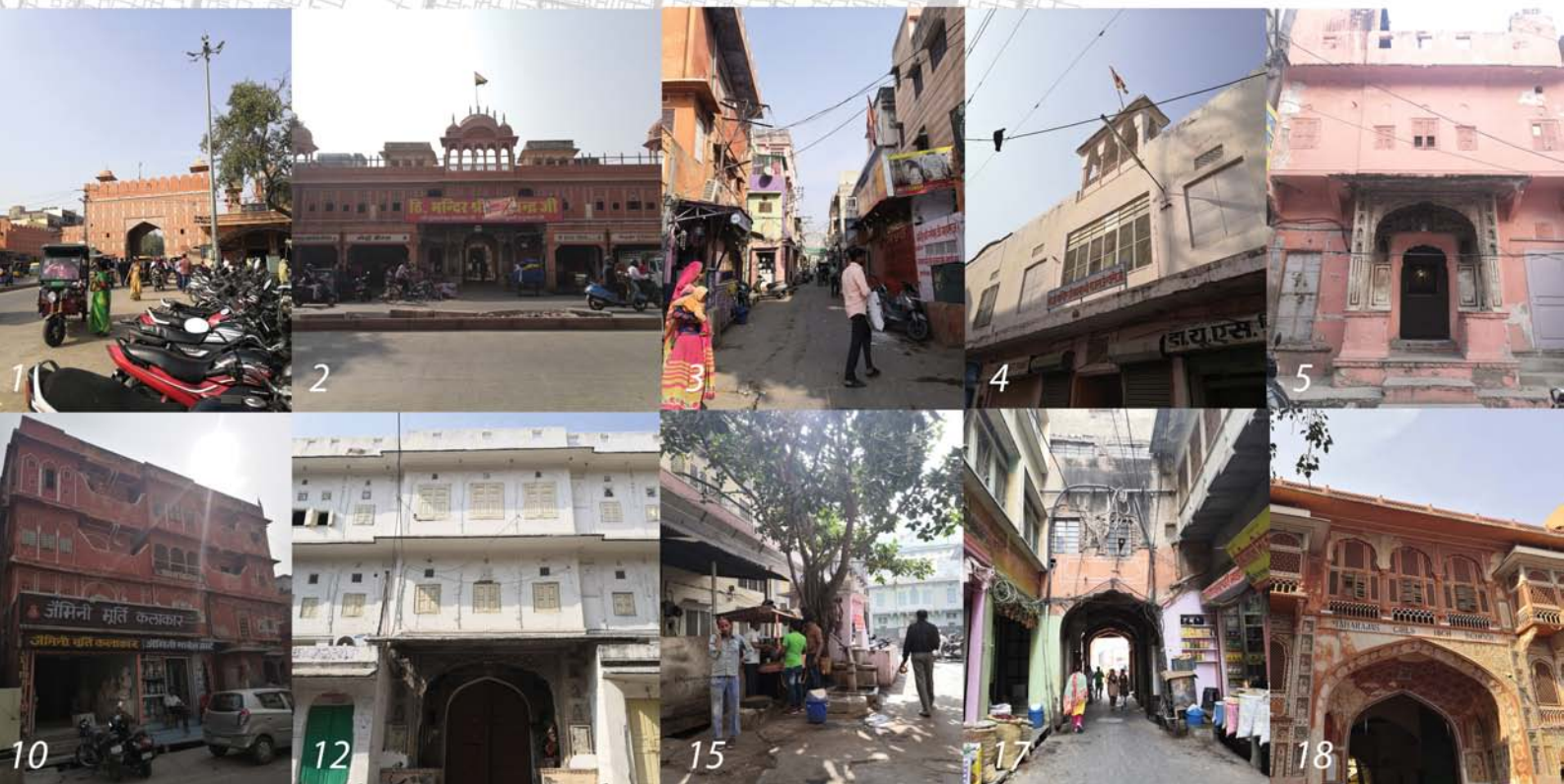
**Objective:** • To understand the concept of living heritage, specifically in the case of Jaipur being a historic trade city with arts and crafts being the main parameter of planning and the need for a specialised heritage management approach while analysing the existing heritage management and protection systems in Jaipur.



**Khazanewalon ka Rasta Heritage Walk - Option 3 (1.6 km)**

- 1 - START POINT - Chandpole Gate
- 2 - Mandir Sri Ramchandra Ji
- 3 - Entrance to Bhindon ka Rasta - view to Nahargarh Fort
- 4 - Mandir Narasimha Bansiwala Ji
- 5 - Haveli - Shri Ram Krishna Ji Sharma
- 6 - Moorti Bhavan or alternate craftsman demonstration
- 7 - Craftsman demonstration
- 8 - Kala Kendra or alternate craftsman demonstration
- 9 - Cluster of three Havelis - Gadi Sazon, Mir Munshi & Mishra Bhavan
- 10 - Jaimini Building
- 11 - Two Havelis - Tater Khana House, Rishi Niwas
- 12 - Haveli - Muralidhar Agarwal
- 13 - Haveli - Rawaton
- 14 - Mandir Jagdish Ji
- 15 - Community Well
- 16 - Cluster of Havelis - Gopal Bhavan, Satya Narayan Sharma, Khandelwal Bhavan, G. L. Gupta
- 17 - Gateway to Jhalaniyon ka Rasta
- 18 - END POINT - Nataniyon ki Haveli - Maharaja Girls School

Concentration of stone craftsmen



*Proposed Walk route of Stone Crafts Walk of Khazanewalon ka Rasta in Chowkri Topkhana Desh of Jaipur Walled City*

Stone craftspersons in Jaipur are primarily idol makers or 'moortikars', and most of them are settled within the old walled city predominantly in the Chowkri Topkhana Desh - in the Khazanewalon ka raasta (name of a street), Bhindo ka raasta (name of a street) and the nearby streets. These settlements have their shops/ workshop on the ground floor and their houses at the upper floors. Few units have recently moved to the outskirts of Jaipur, where government land was specially allocated for more efficient functioning of these craftspersons. Both hand tools as well as machine tools are used for the carving and polishing process. Traditionally, an entire family may be involved in the craft process, this phenomenon facilitates the efficiency of the work. The scale of work undertaken often depends on the family size and the economic condition of the particular workshop. Within this context, a 1.6 km stretch is chosen as a pilot area of study where maximum number of stone craftsmen are concentrated in the Walled City. The living heritage approach of heritage management will be demonstrated with this pilot area. The study will involve building and social survey and aim at eventually proposing a set of recommendations for the management and protection of Living Heritage in Indian cities.

**Stakeholders:** Jaipur Municipal Corporation (JMC ) will be the executing agency preparing a Detailed Project Report in consultation with Dronah along with inputs from Jaipur Smart City Limited, Amber Development & Management Authority, NGOs and related Institutes of Arts & Crafts

**Beneficiaries:** All Stone artisans, design professionals from Jaipur and India, local citizens , visitors from India and overseas will benefit from such a knowledge resource and documentation of Jaipur.

**Outcome:** Propose recommendations and create tools to develop a community-led approach to conservation and management, promotion of traditional knowledge systems in conservation practices and increased attention paid to living heritage issues.

### 3. National UNESCO Creative Cities Festival in 2020

This programme is of cross-cutting theme promoting exchange of ideas and innovations in practices related to arts and crafts of Member cities of India planned for year 2020.

**Objective:** To encourage participation of UNESCO Network cities of crafts in the National Festival of Arts & Crafts to be hosted by Jaipur including exchange of knowledge base among artisans and craftsmen and to learn from experiences of fellow member cities.

**Stakeholders:** Jaipur Municipal Corporation will be the main convener of the festival with Department of Tourism, Government of Rajasthan and UNESCO New Delhi along with other sponsors as per annual sponsorships for the festivals.

**Beneficiaries:** Artisans and Craftsmen of UCCN member cities, professionals, design houses, local residents, national and international visitors to the city.

**Outcome:** The National Arts & Crafts Festival which is currently part of the Rajasthan Divas programme organised by the Government of Rajasthan will get additional visibility through a direct link with the UNESCO network of cities. It will also provide additional exposure and exchange between locals artisans and international artisans visiting from Network cities.

## 6.2 Initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network:

### 4. Bid for organising the Creative Cities Annual Meeting in 2022 along with hosting an International Crafts Festival in 2022 :

Jaipur is preparing the bid to host the International Festival on Arts & Crafts in 2020. If annual meeting bid is not successfully accepted by UCCN Secretariat, JMC will still be committed to host the International Crafts festival in 2022.

**Objective:** To ensure participation of UNESCO Network cities of crafts in the annual International festival of arts and crafts to be hosted by Jaipur including exchange of knowledge base and innovative ideas among artisans and craftsmen from member cities and participants.

**Stakeholders:** Department of Tourism, Government of Rajasthan and UNESCO New Delhi along with other sponsors as per annual sponsorships for the festivals.

**Beneficiaries:** Artisans, professionals, design houses, local residents, national and international visitors to the city.

**Outcome:** The International Crafts Festival which is currently part of the Rajasthan Divas programme organised by the Government of Rajasthan will get additional visibility through a direct link with the UNESCO network of cities. It will also provide additional exposure and exchange between local artisans and international artisans visiting from Network cities.

### 6.3 Estimated annual budget for implementing the proposed action plan:

Overall budget for action plan on 6 points will be approximately 266,000 USD as:

1. Upgradation of artists' historic settlements (Phase-III) - 28,000 USD (Rs. 20 lakhs)
2. Developing Stone Crafts Walk of Khazanewalon ka Rasta: - 42,000 USD (Rs. 30 lakhs)
3. National UNESCO Creative Cities Festival - 56,000 USD (Rs. 40 lakhs)
4. Extending International Crafts Festival to UNESCO Network of Cities - 140,000 USD (Rs. 100 lakhs)

### 6.4 Plan for communication and awareness

Jaipur Municipal Corporation has been doing awareness related to Jaipur Arts & Crafts through media and has also developed apps for wider dissemination of related activities and programmes. JMC along with Dronah Foundation and Augtraveler has taken up initiatives recognized by the Ministry of Tourism and Invest India as one of the top innovative and promising Start-ups in the Heritage tech space. It has specific mandates on the following deliverables:

1. Provide a mobile based interpretation to enhance visitor experiences by the use of Augmented Reality, Geo location and Multimedia. The road map is to have a global footprint for crafts in the consecutive phases and is broadly aligned with **UN SDG 11.4 - strengthening efforts to protect and safeguard the world's cultural and natural heritage.**
2. On-boarding local community and connecting them to travellers, via curated heritage/ cultural trails using **AR based navigation and geo-tagging community businesses.** The curated online marketplace access for communities and visitors has a dual impact of enhancing employment generation within local communities in the vicinity of heritage site, as well as, an opportunity to preserve and promote the intangible and tangible local arts, crafts and cuisines, thereby evolving a sustainable tourism model and is aligned with **UN SDG 8.9 - devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.**
3. Mobile app application for Chowkri Modikhana Walk in Jaipur Walled city was launched on Jaipur Founders' Day on 18th November 2019.  
<https://play.google.com/store/apps/details?id=com.augtraveler.app>

Proposed alignment with UN SDG 8.9 (Sub Goal) - Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

ENRICHING CULTURAL WALKS & TRAILS

ENABLING COMMUNITY EMPLOYABILITY

Geo location based narration

AR based triggers to enhance the walk experience

Proposed alignment with UN SDG 8.9 (Sub Goal) - Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

ENRICHING CULTURAL WALKS & TRAILS

ENABLING COMMUNITY EMPLOYABILITY

AR based triggers to enhance the walk experience

A glimpse into the traditional craft of the "Thastara" of Jaipur

The challenges faced by the Thastara to pursue their traditional craft & Earn a Sustainable Livelihood

Community led curated online market place to promote their handicrafts, handlooms, artefacts, culinary, home stays, theatre, music, etc.

**Launch of CMK Walk App on Jaipur Founder's Day on 18 November, 2019 by doing an orientation to participants.**

4. JMC is planning to add a link on its official website specifically on Arts & Crafts of Jaipur also highlighting Jaipur as a Creative City of Crafts & Folk Art