Semester-Long Project Report

SWAHHTA AND TOURISM
A Case Study of Raushanara Bagh, Delhi

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CERTIFICATE

This is to certify that the project titled, **Swachhta & Tourism: A case study of Raushanara Bagh,** is a team project carried out by Abhishek, Dheeraj, Hritik, Pradeep, Shirsh, Shivam & Tanishq students of semester II of B.A. Honours (Humanities & Social Sciences) at Cluster Innovation centre, University of Delhi. This is a semester-long project and is the original work done by the team.

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The Project Group

Abstract

The project aims to address the Tourism of Delhi, with respect to cleanliness and hygiene in the historical monuments, taking Raushanara Bagh in North Delhi as the case study of prominence.

Along with observing the same, the monument we also compared and contrasted with the other monuments present in the nearby region and other parts of Delhi. Work is done with collaboration with the Archeological Survey of India, to improvise the conditions of the same and create a tendency for the place to attract tourists and restore its place as an important part of national heritage along with working in accordance to the Swachh Bharat Mission propagated by the Government of India.

The identified problem for the conduction of the project tends to be, the lack of cleanliness that affects the tourism input. It was clearly noted through interviews and data collected that, lack of cleanliness creates a big hazard for a tourist incoming. For the case of Raushanara Bagh, there is a severe ignorance shown towards the same, which is due to lack of awareness and the uncleanliness present around, both of these issues are addressed by the awareness campaign done with the support of ASI(Archaeological Survey Of India). The project hence remains as an effort to better the conditions of Raushanara Bagh and area around to improvise a place worthy of being part of the Tourism circuit of Delhi and also as an experiment to note, how cleanliness can positively affect tourism and vice versa.

Rationale of the Project

This ancient city is where several mythological wars were fought, and it has served as the home of numerous dynasties, including the Mughals and the British Raj. So, the glitzy, fast-paced metropolis you see now is home to some lost, forgotten monuments from old times. Delhi is a standout amongst the most imperative ancient cities of India. With a rich trail of history behind it, it's anything but an unexpected that Delhi is home to a lot of structures from the most historical of times. The Humayun's Tomb hypnotizes with all its magnificence and Qutub Minar still stands tall in the entirety of its wonder. In any case, very few realize that there are more fortunes that are not known, and in this project, we will help to find out the hidden jewels of Delhi's heritage and try to make them stand as they were in their golden times which will boost tourism.

Aims and Objectives

1. To explore and address the Delhi monuments with respect to cleanliness and maintenance and its relation with impact on tourists.

2. Teaming up with concerned organization (ASI) in fulfilling the government agenda of cleanliness.

3.Saving the historical monument (Roshanara) past associated with the same from getting deteriorated due to the natural as well as man-made causes.

4. To develop a green and clean tourism with the help of the local community.

5. To note the impact of cleanliness on the tourism potential of the place and vice versa.

RESEARCH METHODOLOGY

Selection of Study Area

The study area for this project is Raushanara Bagh. There are two main factors for selecting Raushanara Bagh as the study area and area of the project. All these factors were thoroughly examined in order to check compatibility to make Raushanara Bagh in line with our study.

The factors are:

1- Raushanara Bagh a great historical place but still denied and ignored by the authorities in its maintenance and cleanliness around the place.

2- Raushanara Bagh is present in the highly populated area of North Delhi thus having a high scope of Tourist Footfall.

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- Data collection type can be divided into primary and secondary data.
- In the Primary data, we went for the field visit of Raushanara bagh and other medieval monuments and interviewed tourists noting the same and analyzing.
- In the Secondary data, we did a review of the literature published by various agencies and organizations, Ministry of Tourism, Newspapers, Magazines, Books, Economic journals, etc.

SCOPE

Restore Monuments

We are rich in historical monuments, but we do not care to restore them. There are hundreds of historical monuments that need to be restored, maintained and promoted as sites for tourism. The real problem is the sole responsibility of restoring them falls on the Archaeological Survey of India (ASI). Because ASI has no funds, these monuments are simply left to decay.

But that does not have to be. The restoration of Humayun's Tomb by the Aga Khan Trust for Culture in partnership with the ASI is an example. Similar initiatives should be created for restoring other historical monuments. There is incredible architectural richness and history in Lucknow's Bara Imambara with its labyrinth (Bhulbhulaya), step well and Badshahi mosque, Chota Imambara, and Rumi Darwaja.

There is little investment to develop them into a cohesive large single area for tourists. There are hundreds of other such historical sites around the country. Why cannot we contract them out to individuals or businesses that have the resources and willingness to restore and promote them. Let investment in the restoration of historical monuments be counted towards corporate social responsibility (CSR).

Think of what the Sultanahmet area of Istanbul with Blue Mosque, Hagia Sophia and Topkapi Palace has done to convert Istanbul into a major international tourist attraction. Bara Imambara, Chota Imambara, Rumi Darwaza and the Residency can do the same for Lucknow.

Millions of domestic and international tourists visit the Civil War monuments in the US. We do not have a single monument to commemorate the Three Great Battles of Panipat., Numerous historical sites in India are lost in the unorganized chaotic expansion of urban areas.

Problems to Solve

How would promoting tourism improve hygiene and gender equality? Well, if we want to promote world-class tourism, we will have to improve our standards of hygiene, cleanliness and healthcare. Three years ago, the Telegraph of London published a list of countries that deserve more tourists, and India was at the top of the list.

It mentioned two primary reasons why India gets so few international tourists: visa problems and attitude towards women. Visa problems have been reduced considerably with e-visas and visas on arrival. As a consequence, India's openness competitiveness index has improved 14 points.

But India is a long way from improving its image on how it treats women. Recent instances of attacks on foreign women travelers have worsened this image. This must be remedied for our own progress. It is not just a law-and-order issue: it has serious implications too for employment, tourism earnings, and India's brand image.

INTRODUCTION

SWACHH BHARAT ABHIYAN



Figure 1.1

Swachh Bharat Abhiyan (SBA) or Swachh Bharat Mission (SBM) is a nation-wide campaign in India for the period 2014 to , 019 that aims to clean up the streets, roads and infrastructure of India's cities, towns, and rural areas. The campaign's official name is in Hindi and translates to "Clean India Mission" in English. The objectives of Swachh Bharat include eliminating open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use. Run by the Government of India, the mission aims to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 90 million toilets in rural India at a projected cost of ₹1.96 lakh crore (US$30 billion).The mission will also contribute to India reaching Sustainable Development Goal 6 (SDG 6), established by the UN in 2015.

The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. It is India's largest cleanliness drive to date with three million government employees and students from all parts of India participating in 4,041 cities, towns, and rural areas. Modi has called the campaign *Satyagraha se Swachhagrah* in reference to Gandhi's *Champaran Satyagraha* launched on 10 April 1917

Tourism in India

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US$450 billion) by 2028 (9.9% of GDP).

During the year 2002, the Government of India announced a New Tourism Policy to give boost to the tourism sector. The policy is built around the 7-S Mantra of

- **Swaagat** (welcome),
- **Soochna** (information),
- **Suvidhaa** (facilitation),
- **Surakshaa** (security),
- **Sahyog** (cooperation),
- **Sanrachna** (infrastructure) and
- **Safaai** (cleanliness).

Scientific necessity of cleaning the historical monuments

The harmful effect by the colonisting of micro-organism on the monuments is scientifically known as biodeterioration. The monuments which are made of value ancient stones like marbles and granite which are affected by the harmful fungal activities fungal species are important agent responsible for damage of monuments. Colonization of microorganisms on monuments and biodeterioration are usually linked to environmental conditions. The most significant parameters affecting microbial growth are represented by physical factors, mainly moisture, temperature, and light, as well as by the chemical nature of the substratum. Microorganisms always present in nature and affect our daily life directly or indirectly.

History of North Delhi (Shahjahanabad), location of Raushanara Bagh

The site of *Shahjahanabad* is north of earlier settlements of Delhi. Its southern part overlaps some of the area that was settled by the Tughlaqs in the 14th century when it was the seat of Delhi Sultanate. The sultanates ruled from Delhi between 1206 and 1526, when the last was replaced by the Mughal dynasty.The five dynasties were the Mamluk dynasty (1206–90), the Khalji dynasty (1290–1320), the Tughlaq dynasty (1320–1414), the Sayyid dynasty(1414–51), Lodi dynasty (1451–1526) and the Suri dynasty (1540-1556)

Delhi remained an important place for the Mughals, who built palaces and forts .Most importantly, Shah Jahan had the walled city built from 1638 to 1649, containing the Lal Qila and the Chandni Chowk. Delhi was one of the original twelve subahs (imperial Mughal provinces), renamed Shahjahanabad in 1648, bordering Awadh, Agra, Ajmer, Multan and Lahore subahs. Daryaganj had the original cantonment of Delhi, after 1803, where a native regiment of Delhi garrison was stationed, which was later shifted to Ridge area. East of Daryaganj was Raj ghat Gate of the walled city, opening at Raj Ghat Yamuna River.

It is approximately shaped like a quarter cìrcle, with the Red Fort as the focal point. The old city was surrounded by a wall enclosing about 1,500 acres (6.1 km^2), with 14 gates:

1. Nigambodh Gate: northeast, leading to historic Nigambodh Ghat on the Yamuna River
2. Kashmiri Gate: north
3. Mori Gate: north
4. Kabuli gate: west
5. Lahori gate: west close to the Sadar Railway station, Railway Colony, including the tomb of Syed Abdul Rehman Jilani Dehlvi.
6. Ajmeri Gate: southeast, leading to Ghaziuddin Khan's Madarsa and Connaught Place, a focal point in New Delhi.
7. Turkman Gate: southeast, close to some pre-Shahjahan remains which got enclosed within the walls, including the tomb of Shah Turkman Bayabani.
8. Delhi Gate: south leading to Feroz Shah Kotla and what was then older habitation of Delhi.
9. Punjabi gate, overlooking Raushanara Bagh, near GT road.

The surrounding walls, 12 feet (3.7 m) wide and 26 feet (7.9 m) tall, originally of mud, were replaced by red stone in 1657. In the Mughal period, the gates were kept locked at night. The walls have now largely disappeared, but most of the gates are still present. The township of old Delhi is still identifiable in a satellite image because of the density of houses.

The famous Khooni Darwaza, south of Delhi Gate and just outside the walled city, was originally constructed by Sher Shah Suri.

The main street, now termed Chandni Chowk, runs from the Red Fort to Fatehpuri Masjid. Originally a canal ran through the middle of the street.

North of the street, there is the mansion of Begum Samru, now called Bhagirath Palace. South of the street is Dariba Kalan, a dense residential area,

beyond which is Jama Masjid. Daryaganj is a section that used to border the river at Rajghat and Zeenat-ul-Masjid.

The Urdu language emerged from the Urdu Bazaar section of Old Delhi. The Din Dunia magazine and various other Urdu publications are the reason of this language staying alive.

Its main arteries are

- Netaji Subhash Marg / Bahadur Shah Zafar Marg leading to India Gate (north and south)
- Chandni Chowk/Khari Baoli Road (east and west)

Old Delhi is approximately bounded by these modern roads:

- Nicholson Road (north)
- Mahatma Gandhi Marg (east)
- Shraddhananda Marg (west)
- Jawaharlal Nehru Marg (south)

The historical importance Raushanara Bagh

Raushanara Garden is a Mughal style garden built by Raushanara begum, the second daughter of the Mughal emperor Shah Jahan. It is situated in Shakti Nagar near Kamla Nagar Clock Tower and North campus University of Delhi. It is one of the biggest gardens in Delhi having a great variety of plants, some imported from Japan. The lake inside the gardens is visited by Migratory Birds during winters and is a popular site for bird watching.

The garden has a raised canal with flowering plants on both sides. Today the garden holds a white marble pavilion built in memory of the princess Roshanara, who died in 1671 and was buried there. The elite Raushanara Club, which was started here in 1922 by the British, is spread over 22 acres. Since 1927 First-class cricket is played at the Raushanara Club Ground, which now boasts floodlights. The club is considered the birthplace of the Board of control for cricket in India (BCCI). Post-independence cricket administrators gathered in front of an old fireplace and sowed the seeds of the Indian cricket body.

The monument has a special place in Indian history because of her contribution to the rise of power of her favorite brother Aurangzeb.

Rise of Power of Raushanara Begum and Aurangzeb

Raushanara's rise to power began when she successfully foiled a plot by her father and Dara Shikoh to kill Aurangzeb. According to history, Shah Jahan sent a letter of invitation to Aurangzeb to visit Delhi, in order to peacefully resolve the family crisis. In truth, however, Shah Jahan planned to capture, imprison and kill Aurangzeb in prison as he viewed his third son as a serious threat to the throne. When Raushanara got wind of her father's plots, she sent a messenger to Aurangzeb, outlining their father's true intentions, and warning Aurangzeb to stay away from Delhi.



Aurangzeb was extremely grateful to Raushanara for her timely warning. When the war of succession was resolved in of Aurangzeb, she quickly became a powerful figure at court. Fearing that Dara Shikoh would kill her for her role in the war of succession if he ever returned to power, Raushanara insisted that Aurangzeb order Dara's execution.

Legend has it that Dara was bound in chains, paraded around Chandni Chowk and beheaded. Raushanara then had his bloody head wrapped in a golden turban, packaged neatly and sent to her father as a gift from Aurangzeb and her. Shah Jahan, who opened the package just as he was sitting down to dinner, was so distressed by the sight of his favorite son's head that he fell unconscious to the floor. He remained in a stupor for many days after the incident.

Raushanara's relationship with her older sister, Jahanara, was troubled and tinged by jealousy as the latter was undisputedly their father's favorite daughter. Roshanara scored a major victory against her sister when Aurangzeb, who had been displeased with Jahanara for supporting their father and brother during the war of succession, removed her (Jahanara) from her position as head of the Imperial harem, installing Roshanara in her stead.

The death of Roshanara begum



After Aurangzeb's rule was established, Roshanara was still afraid of the implications of her actions and asked Aurangzeb to build a palace for her away from the walled city. She decided to stay away from politics which was getting dangerous and uncertain. Roshanara chose to spend an esoteric life in her palace in Delhi, surrounded by a thick forest. She never married and lived in her palace till the end of her life. Her palace in the middle of the Raushanara garden is a reminder of the crucial role she played in the history of India. She died at the age of 54. Aurangzeb had her interred in the Raushanara Bagh, a garden that she had designed and commissioned herself.

Raushanara Bagh is used as a common park for the people of the nearby locality and children often use the complex for playing games. It makes the place lacking in tourist seriousness and cleanliness. The people of the locality who contribute as the regular visitors to the park were interviewed who told that the place was not clean on a regular

basis and people in the heritage tend to destroy the place. It also oversees a number of anti social elements like people drinking and playing cards, causing a bad eye to the place. Also there was an absence to dustbins in the place.
A historical canal also ran from between the complex which was covered with thorny bushes. The historicas gate to the heritage complex was acting like a dumping ground from the outside, where the people of locality were throwing their domestic wastes.

Reasons for choosing Raushanara Bagh as the field of study

1- A great history attached with the garden especially related to Mughal Empire.

2- It is one of the biggest gardens in Delhi covering a large area of 57.29 acres.

3- Located in the prime location of North Delhi with scope of high tourist footfall.

4- Easily accessible to the team.

5- Neglected by authorities, people and tourists.

Symbiotic relationship between Swachhata and Tourism

We can observe symbiotic relationship of swachhta and tourism :-

- How swachhta affect tourism?
- How tourism affect swachhta?

Swachhta(cleanliness) should be maintained for positive effect in tourism as for

the development of the fastest growing tourism sector. The indian government took the required step on 15th august 2014, where our honourable prime minister launched the **"Clean India"** campaign it was to provide better sanitation facilities and providing funds to build toilets.

Campaign like "**Swachhta Pakhwada"** and **"Swachhta hi Seva"** contribute in the sector of tourism under **Clean India Programme.**

Field Visits And Data Collection

1.QUDSIA BAGH



The Qudsia Bagh is believed to be constructed around 1748 for Qudsia Begum, wife of Mughal emperor Muhammad Shah. The monument complex resembled a palace built with all luxuries. The monuments suffered some damages during the rebellion of 1857. Today only an entrance gate, the *Shahi* (Emperor's) mosque, and the stables remain. Historian Hasan Zafar notes that the garden has been recorded as a protected monument in the Archeological survey of India records. There are plans by the Municipal corporation of Delhi to rename Qudsia Bagh "MM Aggarwal Park", after the city commissioner, which has raised protests.



Drawing of the Qudsia Palace in on the bank of the River Yamuna (ca.1836)

FINDINGS DURING FIELD VISIT

The park was found to be clean and green with hygienic surroundings, proper dustbins and toilet facilities. According to the local population the following was among the cleanest parks of the locality of north Delhi and generally remains clean all seasons and months. The park has Employed proper staff for the maintenance of the park including two security personal, gardeners and cleaners. People have shown a positive response in accordance to our interviews taken. The mosque complex of the place is controlled by a Maulvi whose family stays in the mosque complex only. The archeological department has shown relatively less interest in the restoration and interference with the religious place and hence heaps of leaves and plastic wrappers tend to dirty the place.

SAFDARJUNG TOMB





Safdarjung Tomb is a sandstone and marble mausoleum in Delhi, India. It was built in 1754 in the late Mughal emperor style for Nawab Safdarjung. The Safdarjung Tomb also referred to as **'Safdarjung Ka Maqbara'** is a garden tomb in New Delhi, India, made of marble and sandstone and built in the late 18th century as the mausoleum of Safdarjung, a statesman who remained the Wazir ul-Hindustan (Prime Minister of India) during the reign of Ahmad Shah Bahadur. This mausoleum built by Safdarjung's son Nawab Shujaud Daula remains the last monumental garden tomb depicting Mughal architectural style.

FINDINGS DURING FIELD VISIT

We found Safdarjung tomb well-maintained and clean both premise and monument, it has dustbins at regular intervals which are maintained by GAIL(Gas Authority of India limited) under CSR(Corporate Social Responsibility) and it also has a toilet which is also clean, the cleanliness of the premise is maintained by GAIL and monument by ASI .We interviewed indian as well as foreigners and their response was satisfactory. The overall monument was well maintained but here and there are some issues which are needed to be taken care of the walls of monuments are started corroding and visitors engrave on walls which also affecting the health monument other than that there is nothing we can suggest.





Engraving on walls



Dustbin installed by GAIL



Engravings on walls

Humayun tomb



The last refuge of Mughal Emperor Humayun reminds rather of a luxurious palace than a tomb.

Located in the eastern part of Delhi, Humayun's tomb is one of the best preserved Mughal monuments.This spellbinding mausoleum is the first example of Mughal architecture in India.

After a century from its construction, Humayun's tomb inspired the construction of the more famous Taj Mahal.From the point of view of the history of architecture this building is the unique connecting link between the Gur Emir, where Humayun's ancestor Tamerlane is buried, and the mausoleum of his grandson Shah Jahan, i.e. Taj Mahal.

Humayun’s tomb was built thanks to the initiative of his widow Hamida Banu Begum, who commenced the construction of a mausoleum for her deceased husband in 1565, nine years after his death. The construction was finished in 1572.

The architecture of the tomb is strongly influenced by Persian architecture. The architect of the building Mirak Mirza Ghiyas himself was of Persian origin. Ghiyas constructed the tomb in the center of a Persian-style Chahar bagh garden (translated from Farsi - four gardens) with quadrilateral form. The garden, divided into four main parts by walkways or flowing water is created to resemble the paradise garden described in the Quran. These four main parts on their turn are separated by channels to 36 parts.

From the 17th to the 19th centuries the garden was gradually filled with the tombs of Humayun’s descendants and his entourage. Several Mughal emperors are even buried inside Humayun’s mausoleum. Humayun’s mausoleum has earned the title of the necropolis of the Mughal dynasty. No sepulcher in India or elsewhere contains such a high number of tombs of the Mughal emperors and their relatives. Moreover, Humayun’s tomb is the first garden-tomb on the Indian subcontinent.

The mausoleum stands on a massive platform which has a height of up to 7 meters. The building is constructed from red sandstone, while the tomb itself is made of yellow and black marble. The two-storied mausoleum is crowned with white Persian style marble dome that seems weightless and imponderable. The height of Humayun's Tomb is 47 meters, and its breadth is 91 meters.

The lower tier of this rectangular construction is decorated with graceful arches, which are located around the whole perimeter of the building.

The cenotaph of the ruler is located in the center of the upper tier in a large room decorated with several rows of arched windows.

The central chamber is octagonal with corner-chambers which house the graves of other members of the royal family. The real grave of the emperor is on the basement floor.

The architecture of the mausoleum has details both from Persian architecture and Indian architectural traditions.

The Persian influence can be seen in the arched alcoves, corridors and the high double dome, while Indian traditions have inspired the creation of the kiosks, which give it a pyramidal outline from distance.

History of the tomb

Mughal emperor Humayun died in 1556 and was buried in his palace in Delhi.
Later he was reburied in Sirhind, Punjab in order to secure him from possible damage by Hindu king Hemu, who had defeated the Mughals in Agra and Delhi in 1556.



In 1565, nine years after Humayun's death, his empress consort Bega Begum decided to create the most beautiful tomb for her deceased husband. The construction lasted 7 years and was finished in 1572.
The decline of the monument started almost immediately after its construction. The capital was moved to Agra, the Mughal dynasty started to decline and the monument lost its importance to the ruling elites.
After a century from the construction of the monument, the surrounding gardens were being used as vegetable gardens for people who settled near the mausoleum. In 1857, after the British invasion of Delhi, these vegetable gardens were replaced with English style gardens. Later from 1903-1909, the original look of the garden was recreated by the order of Viceroy, Lord Curzon.

The Restoration of the tomb

Humayun's tomb is a UNESCO World Heritage Site since 1993. Since then several important renovation projects were accomplished in this complex. Major restorations of the monument and surrounding gardens were organized from 1999 to 2003.

Thanks to the efforts of the Aga Khan Trust for Culture, the Archaeological Survey of India and the National Culture Fund a project with a total cost of $650,000.

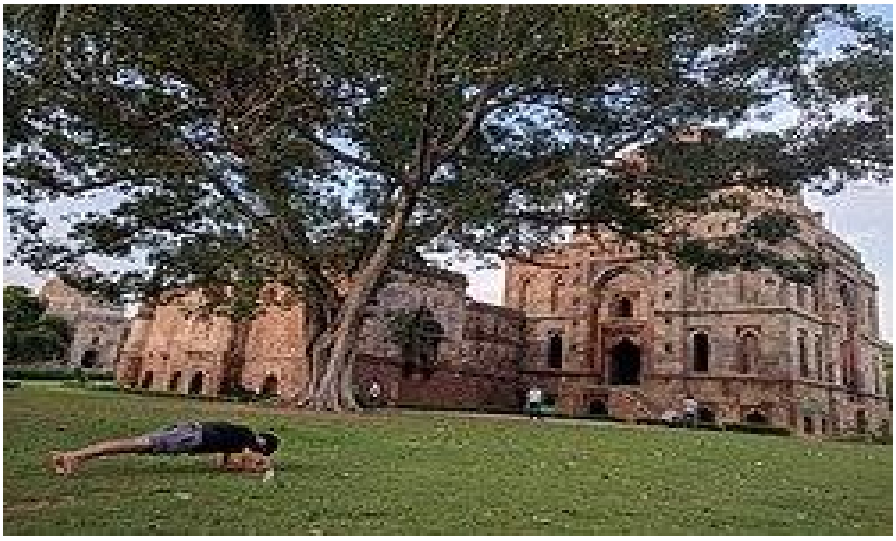
As a result, all the monuments and green spaces were restored. The water channels of the garden were re-laid, a new water circulation system for the walkway channels was created, more than two thousand trees were planted in the garden, and the fountains of the garden started functioning again.

Finding from the visit

The heritage complex was found to be appropriate in maintenance, taking in view, it having a UNESCO world heritage site status. There was an efficient staff at work, responsible for its maintenance including gardners, security personal,tour guides etc. The place was largely crowded by both foreigners as well as domestic tourists due to which the surrounding places around the monument were not clean as per the standards of UNESCO world heritage site,Toilets were not clean as well.Response from Foreign tourist was not positive.

Lodhi Gardens

Lodi Gardens or **Lodhi Gardens** is a city park situated in New Delhi, India. Spread over 90 acres (360,000 m^2), it contains, Mohammed Shah's Tomb, Tomb of Sikandar Lodi, Shisha Gumbad and Bara Gumbad, architectural works of the 15th century by Lodis - who ruled parts of northern India and Punjab and Khyber Pakhtunkhwa province of modern-day Pakistan, from 1451 to 1526. The site is now protected by the Archaeological Survey of India (ASI).



Lodi Gardens is popular for exercise and walking enthusiasts. The gardens are situated between Khan Market and Safdarjung's Tomb on Lodhi Road and is a hot spot for morning walks for the Delhites.

History

The tomb of Mohammed Shah, the second last of the Sayyid dynasty rulers, the earliest of the tombs in the garden, was built in 1444 by Ala-ud-din Alam Shah as a tribute to Mohammed Shah. As there is little architecture from these two periods remaining in India, Lodi Gardens is an important place of preservation. The tomb of Mohammed Shah is visible from the road, and is the earliest structure in the gardens. The architecture is characterised by the octagonal chamber, with stone *chhajjas* on the roof and *Guldastas* on the corners.

Another tomb within the gardens is that of Sikander Lodi, which is similar to Mohammed Shah's tomb, though without the *chhatris*, it was built by his son Ibrahim Lodi in 1517, the last of Sultan of Delhi thus Lodi dynasty, as he was defeated by Babur, First battle of Panipat in 1526, this laying the foundation of the Mughal Empire. His tomb is often mistaken to be the *Shisha Gumbad*, and is actually situated in near the tehsil office in Panipat, close to the Dargah of Sufi saint Bu Ali Shah Qalandar. It is a simple rectangular structure on a high platform approached by a flight of steps. The tomb was renovated by the British, and an inscription mentioning Ibrahim Lodi's defeat at the hands of Babur and the renovation was included in 1866. Under the Mughals major renovations would often take place depending on what occasions they would use the gardens for, under Akbar the Great the garden was used as an observatory and to keep records in a purpose built library.

In the centuries, after the 15th century Sayyid and Lodi dynasties, two villages grew around the monuments, but the villagers were relocated in 1936 in order to create the gardens. During British Raj, it was landscaped by Lady Willingdon, wife of Governor-General of India, Marquess of Willingdon, and hence named the 'Lady Willingdon Park' upon its inauguration on 9 April 1936, and 1947, after Independence, it was given its present name, Lodi Gardens.



Fountains in Lodi gardens

Later, it was re-landscaped in 1968 by J A Stein, who also designed the adjacent India International Centre, along with Garrett Eckbo, during the time Stein also made a

glasshouse within the park. A British-period gateway is still being used as an entrance that once welcomed visitors to 'Lady Willingdon Park'.

Since 2005, INTACH and Archaeological Survey of India (ASI) organize heritage walks for students and general public within the park area, which has become a favorite with morning walkers and yoga enthusiasts. It is also a popular picnic spot for the residents of New Delhi. INTACH has made available a small booklet, offering information about park's history, and the monuments, birds and trees within the complex In 2009, Archaeological Survey of India (ASI) awarded the restoration project of five monuments with the garden in phases to and INTACH Delhi Chapter, starting with the Bara Gumbad, Shish Gumbad and Mohammed Shah's Tomb, after conservation report for the sites were being prepared since 2007. The MoU of the Rs 1 crore, first phase of the project funded by Steel Authority of India Ltd. (SAIL) was signed in 2005, initiating the process of conservation in which structural work began in 2009.



Bara Gumbad and Mosque, Lodi Gardens, New Delhi

Architecture

In the middle of the gardens is the *Bara Gumbad* ("Big Dome"), it consists of a large rubble-construct dome, it is not a tomb but a gateway to an attached a three domed *masjid* (mosque), both built in 1494 during the reign of Sikander Lodi, there is also a residence surrounding a central courtyard, where the remains of a water tank can be seen. Opposite the *Bara Gumbad* is the *Shisha Gumbad* ("Glass

dome") for the glazed tiles used in its construction, which contains the remains of an unknown family, this was also built during the reign of Sikander Lodi.



The *Athpula* (eight piers) bridge in Lodi gardens

Further into the gardens, are remains of a watercourse which connects the Yamuna River to Tomb of Sikandar Lodi. This tomb still has the battlements enclosing it. Nearby to Sikander's tomb is the *Athpula* ("Eight Piered") Bridge, the last of the buildings in Delhi, built during the reign of Mughal Emperor Akbar, it contains seven arches, amongst which the central one being the largest. The tomb of Mohammed Shah, the last of the Sayyid dynasty rulers, the earliest of the tombs in the garden, was built in 1444 by Ala-ud-din Alam Shah as a tribute to Mohammed Shah. The tomb is octagonal in shape, with numerous ornamental Hindu-style chhatris around the central dome, numerous arches, verandahs and sloping buttresses. There are turrets at each corner. The main tomb is supported by a 16-sided drum. It is of a flattened type and is surrounded by chhatris, which make it look diminutive compared to its substantially larger base. Several years later, the Tomb of Sikandar Lodi seems to have been copied from this Sayyid tomb.

As there is little architecture from these two periods remaining in India, Lodi Gardens is an important place of preservation. The tomb of Mohammed Shah is visible from the road, and is the earliest structure in the gardens. It is a good example of a combination of the Hindu and Islamic styles of architecture. The Hindu features

include eight chhatris, each of them capped by a lotus finial with a decorative band around the base; corner ornamental pinnacles (guldastas)and chhajja.

Findings and observations

When we visited the lodhi gardens we were amazed by its beauty and level of cleanliness around the area , it has more than 100 member team to maintain and clean which enough for its area,in lodhi garden we found dustbins and toilets at regular interval in my observation it has highest number of dustbins in any monument and we talked with many tourists and most of them have said that it is well maintained and cleaned , we also talked with foreign tourists they said it on par with any foreign location , may be the fact that it is situated in New delhi and near the embassy for its cleanliness .

REVIEW OF LITERATURE

1. CLEAN INDIA

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The Prime Minister of India Mr. Narendra Modi launched this campaign officially on 2 October 2014 at Rajghat,New Delhi and he himself cleaned the road. About 3 million government employees, school and college students of India participated in this event and it is considered as India's biggest ever cleanliness drive. The modules of the programme are: a) Construction of individual sanitary latrines for households below the poverty line with subsidy (80%) where demand exists. b) Conversion of dry latrines into low-cost sanitary latrines. c) Construction of exclusive village sanitary complexes for women providing facilities for hand pumping, bathing, sanitation and washing on a selective basis where there is not adequate land or space within houses and where village panchayats are willing to maintain the facilities. d) Setting up of sanitary marts. e) Total sanitation of villages through the construction of drains, soakage pits, solid and liquid waste disposal. f) Intensive campaign for awareness generation and health education to create a felt need for personal, household and environmental sanitation facilities (Clean India Journal. Creating Cleanliness) The Narendra Modi Government launched the "Swachh Bharat" movement to solve the sanitation problem and waste management in India by ensuring hygiene across the country. Emphasizing on "Clean India" in his 2014 Independence Day speech, PM Modi said that this movement is associated with the economic activity of the country. The prime objective of the mission is to create sanitation facilities for all. It aims to provide every rural family with a toilet by 2019 (Rukmini. S. October, 2014. The Hindu) [7].

Modi has directly linked the Clean India movement with the economic health of the nation. This mission, according to him, can contribute to GDP growth, provide a source of employment and reduce health costs, thereby connecting to an economic activity. Cleanliness is no doubt connected to the tourism and global interests of the country as a whole. It is time that India's top 50 tourist destinations displayed highest standard of hygiene and cleanliness so as to change the global perception (Phukan. S.R, September, 2014) [8].

Clean India can bring in more tourists, thereby increasing the revenue. He has appealed to the people to devote 100 hours every year to cleanliness. Not only had the sanitation programme, Modi also laid emphasis on solid waste management and waste water management. He has also directed that separate toilets for boys and girls should be provided in every school in the country by 15 August, 2015.

According to government data, in January 2015, 7.1 lakh individual household toilets have been built under this dream project. This number is considered the highest for any month since its launch in October 2014. 31.83 lakhs individual toilets have been built until January 2015. So far, Karnataka is the best performer by achieving 61% of the target while Punjab is the worst performer by achieving 5% of the target (Sharma. Y. February.With effect from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC). To give a fillip to the Total Sanitation Campaign,effective June 2003 the government launched an incentive scheme in the form of an award for total sanitation coverage, maintenance of a clean environment and open defecation-free panchayat villages, blocks and districts called Nirmal Gram Puraskar. Effective 1 April 2012, the TSC was renamed to Nirmal Bharat Abhiyan (SBA). On 2 October 2014 the campaign was launched as Swachh Bharat Abhiyan (Coates. S; Dulk. D.C. November,2014. Elsevier connect) [10].This campaign aims to accomplish the vision of a "Clean India" by 2 October 2019, the 150th birthday of Mahatma Gandhi. It is expected to cost over Rs. 62,000 crore (US $9.7 billion). Fund sharing between the Central Government and the State Government and Urban Local Bodies (ULBs) is

75%:25% (90%:10% for North Eastern and special category states). The campaign has been described as “beyond politics” and “inspired by patriotism”.

Swachh Bharat/Clean India Run

On 2 October 2014 a Swachh Bharat Run was organized at the Rashtrapati Bhavan. As per the announcement from the Rashtrapati Bhavan around 1500 people participated and the event was flagged off by President Pranab Mukherjee. Participants in the run included officers and their families.

Economy Depends on Cleanliness

Undoubtedly, Indian tourism offers a wide array of unique travel destinations, services, medical aides, and education.Traditionally, India boasts of an ancient culture that left behind exquisite monuments and temples, archaeological sites and an heirloom of artefacts. India is also endowed with natural beauties and unique features right from the beaches to the majestic mountains and hill stations, from rainforests to scintillating deserts, from bird sanctuaries to natural reservoirs,—the list is endless. In spite of the beautifully conceptualized global advertising campaign about Incredible India, India still has a meagre 0.64% of the total tourist arrivals worldwide. It is evident that the culturally rich central theme “Atithidevo Bhavah” coupled with historical and natural resources is unable to make the most of the opportunity created by the world tourism industry.According to UNWTO, over the past six decades, tourism has experienced continued expansion and diversification,becoming one of the largest and fastest-growing economic sectors, with the receipts of International tourism worldwide reaching to US $1159 billion in 2013. The business volume of tourism equals or even surpasses that of oil exports or automobiles. Tourism is a high potential industry the world over and there are several economies which are directly dependent on the tourism industry.Tourism in China has hugely expanded over the last few decades, making China the fourth most visited country in the world with over 56 million (5.1%) arrivals and a whopping business of a US $52 billion. China’s tourism strategy depicts a high

sense of discipline and hygiene, and single-minded objective of a great tourists' experience.Thailand is also amongst the top-10 tourism destination in the world. Thailand attributes its success to low unemployment rate (7th lowest in the world), 90% of population above poverty line, relatively developed economy and obviously its unique balance of city and nature experiences. Singapore alone has managed to attract 15.6 million international tourists bringing in massive receipts of US $18,953 Million in 2013. The critical success factor in Singapore Tourism is cleanliness, beautiful cityscape and tourist experiences, and visa policy.

India on the other hand, despite its diversities and vast tourism resources, managed to receive only seven million tourists (0.64%), which brought home US $18,397 million in 2013. Even with this miniscule share of the world tourism industry, tourism generates 6.6% of India's GDP and 32 million Indians are directly employed by this sector.

But, the India is lagging behind in one very important aspect called, cleanliness. Lack of adequate sanitation and food safety leads to cross contamination which causes severe diseases. The Centers for Disease Control and Prevention (CDC) reports that between 20% and 50% of international travelers suffer from diarrhea, due to ingestion of contaminated (mostly fecal) food or water infected with E coli. India along with other developing nations is burdened with the stigma of causing diarrhea to travelers, which is ironically called "Delhi-belly".India needs to develop the facilities by revamping public utilities and keeping them clean, focusing on safe food & water, training cleaning staff and preserving the environment. This complex task needs to solve one more issue, which is creating a dignity and quality of life for the cleaning staff and their families. Training staff

repeatedly on standards of cleaning & hygiene and application of chemicals can be very instrumental in motivating and providing them dignity. At the face value, this job may appear unreasonably complex. However, it can be executed at a nominal cost by adopting a partnering approach, especially between the users and the vendors;for example, between 5-star hotels and manufacturers of commercial cleaning solutions.

Role of Tourism Industry in India's Development

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Historical tourism: Every city or place in india has a story to tell about its history.The common tourists attractions for the same include the forts at Delhi,Rajasthan and Maharashtra ,the beautifully carved Ajanta Ellora and Khajuraho caves,one of the oldest and historical cities of India"Madurai'' and many more. The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015. This paper discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Tourism is considered to be an economic bonanza. It is a multi-segment industry. While gauging the positive economic effects of tourism, we study its contribution to the generation of national income, expansion of employment opportunities, rising of tax revenue, generation of foreign exchange .and transformation of regional economy. Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit.

3. Economic potential of tourism:- A case study of Agra

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ROLE OF TOURISM IN ECONOMIC DEVELOPMENT

Tourism today is one of the fastest growing industries throughout the world. A large number of developing countries today are aware of the economic potential benefit of tourism. The economic value of tourism to an economy is measured by its contribution to the national income, the earnings of foreign exchange, its contribution to the state revenues & the creation of employment The importance of earnings for developing countries is, however, much more felt than those for developed countries. Although tourism is sensitive to the level of economic activity in the tourist generating countries, it provides more stable earnings than being provided by primary products.

Tourism is thus the most important source of income for many countries. For instance, newly emerging countries in such areas as the Caribbean depend very heavily on tourist income, which often represents the major part of the gross domestic product (GDP).

Tourism as a source of income is not easy to measure, at least with any degree of accuracy, the reason being of the multiplier effect (Clarke et al, 2009; Brida et al, 2010; Rastegar, 2010). The flow of money generated by tourist spending multiplies as it passes through various sections of the economy through the operation of the multiplier effect (Dritsakis, 2008; Boopen, 2006). Tourism not only creates jobs but it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy.

India as a tourist destination has an immense attraction of its own various angles. It is a land full of mysteries with the grandeur of its untouched mountains, the majesty of its age-old monuments.

TOURISM CONTRIBUTORS TO ECONOMIES OF AGRA

The term 'Tourism contributors to economies' denotes all the service industries, which are essential for the domestic and the international tourists. It includes all the transport facilities like airlines, railways, travel buses, taxies, Accommodation sectors- all star hotels, resorts, small

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restaurants, local shops, different handicrafts exhibitions and other local made products.

Accommodation Industry

The city saw an occupancy and average rate grow in 2003-04 after a steady decline in the three previous years. The occupancy increased by 5.4% and the average rate increased by 74.4%. Increased response

to the survey from five-star deluxe and five-star hotels has resulted in a strong increase in average rates. (Source: www.hvsinternational.com)

Transport Industry

Being on the regular tourist route, which runs from Delhi-Agra-Khajuraho-Varanasi, Agra is connected by regular flights to these places. The local airport is known as the Kheria Airport. Express bus services (a/c and non-a/c) are available from Delhi, Jaipur, Lucknow, Gwalior, and Jhansi. The Rajdhani and Shatabdi trains have also their stoppage in Agra. The city is well connected by trains to almost every corner of the nation.

Souvenir Industry

Agra is an important center of the leather industry in India. Agra is a leading center of the footwear industry, with more than 400,000 thousand pairs of shoes being produced every day in both modern factories and cottage enterprises.

Being a hub of Leather industry, Agra also offers a plethora of Leather products such as sandals, purse, wallets, jackets, trousers, skirts and more to take back home. Agra is also internationally known Rug and Carpet Weaving Industry The main markets for shopping for leather in Agra are near the Taj Mahal complex. These areas include Sadar Bazaar, Kinari Bazaar and Munro Road. The U.P State Emporium called Gangotri at the Taj Mahal Complex, offers a range of leather handicrafts. The Shilpagram crafts village is another venue where leather items are on sale, directly by the craftsmen themselves.

Agra is renowned for its marble tabletops, vases and trays, inlaid with semi-precious stones in ornate floral designs, in imitation of those found in the Taj Mahal. It is also an excellent place to buy leather : Agra's shoe industry supplies all India, and its tanneries export bags, briefcases and jackets. Carpets and dhurries are manufactured here too, and traditional

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embroidery continues to thrive. Zari and zardozi are brightly coloured, the latter building up three-dimensional patterns with fantastic motifs; chikan uses more delicate overlay techniques.

ECONOMIC IMPACT OF TOURISM AT AGRA

True benefits of tourism can only be appreciated on a broad basis, which include not only economic aspects but also social and cultural aspects. The impacts made by tourism depend upon the volume and profile characteristic of the tourists (their length of stay, activity, mode of transport, travel arrangements, etc.). There may be negative effects, environmental and ecological effects, etc. Tourism can play a vital role for international understanding and keeping peace in the world by developing social, cultural, economic as well as political understanding among the people of different nations and by way bringing diverse people face to face. Thus in the modern day world which is characterized by strikes, problems and misunderstanding, tourism can bring people together and promote harmony and understanding. Tourism has been recognized as a significant factor in the economy of many nations. It is the biggest foreign exchange earner for countries like India, Thailand, Spain. The net income generated in a country

by tourism will vary directly with the expenditure of visitors in the host country and on the other side an increase in expenditure on tourism abroad by the nationals of a country lowers the national income. Tourism has been identified not only as an important source of foreign exchange earning but also as an industry creating employment opportunities and generating economic growth of the country. So proper cultivation of tourism is expected to contribute in forging links of mutual understanding and appreciation for better world of tomorrow.(Ananda Bajracharya, 1955)

Economic impact = Number of Visitors * Average spending per visitor * Multiplier

This simple model is usually elaborated further by:

(Dividing visitors into distinct segments with different spending patterns (e.g. campers, day users, visitors in motels).

Measuring spending in distinct spending categories (e.g. lodging, restaurant meals, gas, groceries).

Allocating spending into the economic sectors that receive it and applying economic ratios and multipliers for those sectors.

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Economic Impact of Tourism in India, Uttar Pradesh and at Agra

1. Through tourism, India earns 25172 crores. foreign exchange and Uttar Pradesh alone earns foreign exchange earns 5034.45 crores in the year 2005.

2. The total revenue generation, from the domestic tourists and international tourists in U.P.is 7510.60 crores in 2004 from 2748.67 crores in 1995.

3. Total revenue from tourism in U.P. is 1129.88 lakhs in 2004-05 and the total expenditure is 1107.88 lakhs in the same year. The net loss incurred by the U.P. government by the U.P. government is Rs. 53 lakhs.

4. On an average, foreign tourist‟s expenditure is 6421.42in India and 428.82 in Uttar Pradesh in 2005 which was 3976.41in India and 260.028 at Uttar Pradesh in 1995.

5. In India, the total employment from tourism is 24,457 in 2004 which reaches from 16,092 in 1990.

6. In India, the direct employment from tourism is 11404 in 2004 which was 6820 in 1990 whereas in U.P. then there were 13861 people were employed in tourism sector in the year 04-05.

7. According to the survey, in India, social travel is most popular among domestic tourists 58.9% people travel for the social reasons, 13.6% travellers are religious and only 6% people travels for leisure purposes.

8. According to the survey, Tirupati is the most popular destination in India. After this Puri, Vaishnodevi, Darjeeling and then Agra comes under the popular destination list. Only 1.8 million/ year a domestic tourist travels in Agra as compared to Tirupati where 11.8 million tourists visits.

9. According to U.P. tourism department the average stay of foreign tourists in UP is 6 days and the average stay of domestic tourists in UP is 1.2 to 1.4 days.

PRESENTATION AND EVALUATION OF DATA ON ECONOMIC IMPACT OF TOURISM

In order to complete the study, both the primary and secondary data has been taken into account. In many places, secondary data have been compiled. The work has identified with one dependent variable; Tourist Surabhi Srivastava 152
Arrival in Agra with the six independent variables; world tourist flow, tourist flow to India, tourist flow to Uttar Pradesh, tourist flow to Agra, promotional expenses made by Uttar Pradesh Government.
Similarly the study has attempted to identify and assess the importance and level of significance using the independent variables like tourist arrivals, season or weather, scenery, feeling of secure, behaviour of local guides, transportation, hotels, lodges and apartments, food and drinks available, tourist information offices and communication centers, shopping facilities and money exchange service at Agra.
The hypothesis about the significant relation between the dependent variables like revenue generation, foreign exchange earnings with each of the independent variables has been tested by using suitable test.
To find out the specific trends of domestic tourists at Agra, an extensive survey is conducted, comprising of 100 domestic tourists at different locations in Agra between the time period of September 2008-February 2009. The questionnaire is prepared comprised of 30 questions which reveals their basic ideas, knowledge and experience. For foreign visitors at Agra, survey has been done, comprising of 45 tourists at different locations in Agra between the time period of September 2008-February 2009. The questionnaire is prepared comprised of 30 questions which reveals their basic ideas, knowledge and experience about Agra visit.

4.Marketing Third World Countries To The Western Traveler : The case Of India

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1. Tourism industry include the sight seeing , scenery , hotel and restaurant and transportation
2. The western traveler who have better experience of travelling in the third world of countries become advertising agent for us.

SOCIAL INTERVENTION

The group members of the group swachhta and tourism went to the archeological survey of india to highlight the present condition of the monument . When we showed them recent photographs of monument they were unaware of the condition of monument and after seeing the images they agreed with us and said that there is serious need of local involvement in cleaning and maintaining the monument they collaborate with us to drive a awareness campaign in the monument with the local involvement and support . we aware people about the historical importance of the monument in the india and importance of the cleanliness in india . we clean that place and made a difference in the environment by cleaning that place.

By cleaning we and restoring monument we are not only conserving our history but creating at



CLEANING THE CANAL



AFTER THE CLEANING WORK



PARTICIPATING IN THE CLEANLINESS PROGRAM

Conclusion

Tourism and cleanliness are highly co-relative in nature and affect each other positively. An important tourist site will probably be responsible in the authorities looking forward to clean the place as well the areas around it as the revenues that can be earned from a cleaner place are high and they can be lost, owing to the fact the the location of importance is not clean, since the place will generate a negative impact in the minds of those who travel to it and provide a negative rating and lack in recommendations making people avoid it.

On the other hand if a place is clean the tourist industry of the place will flourish, owning to the fact, that an healthy environment and locality is the one which helps in attracting tourists from around the globe as well as locals.

The more of the population incoming at a tourist site, stricter the authorities need to remain for its maintenance as it can be noted from the example of India gate, it usually remains unclean, because the number of people visiting the place and the hawkers selling food articles, ehose wrappers are thrown without any stress towards cleanliness and hygiene.

Another fact which can be noted is that a cleaner environment is highly responsible in making the site of tourism long lasting and if a place, majorly historical, is left ignored in terms of cleanliness, it tends to become weak and break with passing time due to scientific reasons. So, old monuments can have a good life if they are kept cleaner, and it is usually places associated with important historic instances and wonders which tend to attract tourists from all around.

Organisations like archeological survey and municipal corporation can work towards restoring the beauty of the , which were contacted which working with the following project. With the collaboration of the ASI the concerned area was cleaned up through an awareness campaign and a cleanliness drive. The associated information regarding the monument and its maintenance since different times was also collected and looked upon by the participants of the group.

Various sites were visited in relation to the cleanliness, which included the lesser known and much known monuments of the region. Observations and interviews taken from the people of the place suggested that, monuments like Qudsia Bagh and Lodhi Garden were found to cleaner owing to the clean environment and locality around. While that like Raushanara, suffered due to ignorance and lack of cleanliness in the locality.

Future Prospects

Our project work was limited with time and official work and we couldn't achieve what we wanted but we should further monitoring the work and reporting to the concern authority ASI which is stakeholder in our project and helping them to conserve and protect our heritage .

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