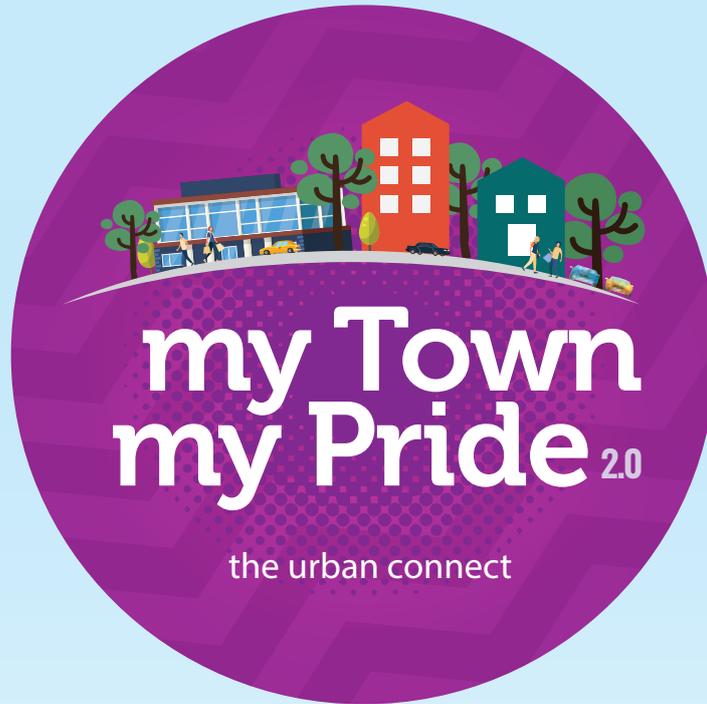




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Azadi Ka
Amrit Mahotsav

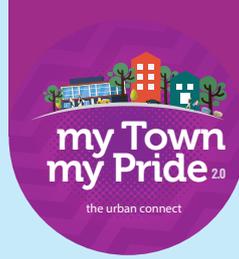
Transforming Urban J&K



28 November to 6 December, 2022

CITY TOURISM AND CULTURE PLAN

Housing and Urban Development Department
Government of Jammu & Kashmir



1. Overview

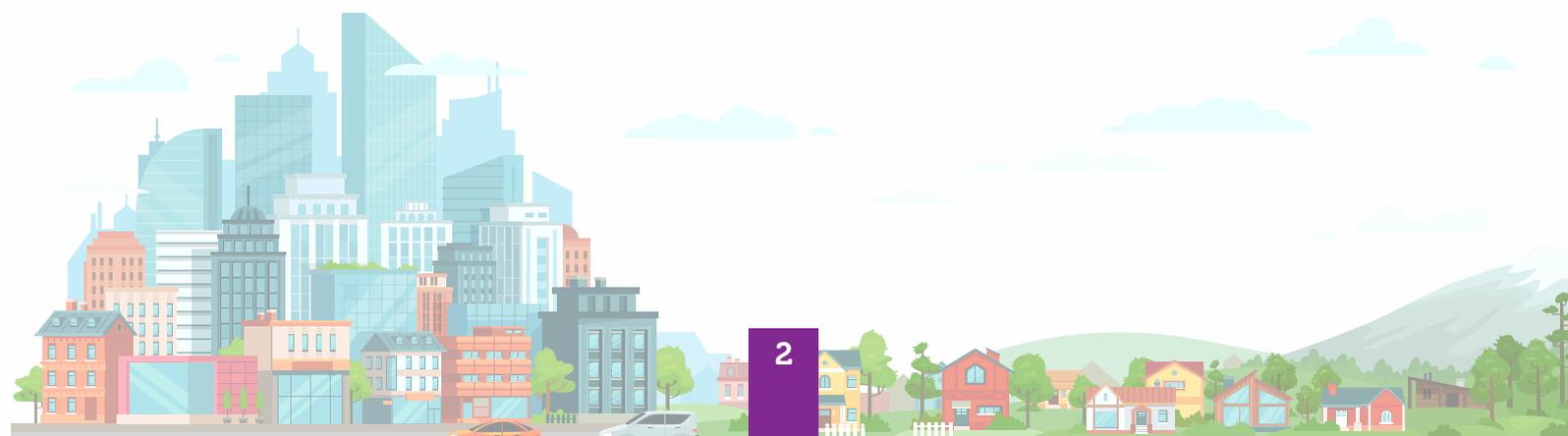
Jammu and Kashmir has rich historical background, culture and heritage, reflects all shades of ecosystem, all colours of rainbow, warm hearted people and delicious cuisine. There is a strong need for a Tourism and Culture Plan at city level to promote the rich heritage & culture of the region that makes it vibrant and appealing to the visitors. By documentation of the respective cultural and heritage assets, it is more likely to aid in the restoration and teach the upcoming young generation about the same. Tourism and culture can act as a catalyst for amalgamation of tangible and intangible aspects and thus help in livelihood and revenue generation.

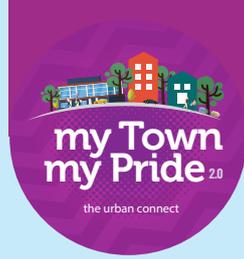
Jammu district has immense potential for tourism from both domestic as well as international tourists. There are a number of locations which are untapped in various pockets of the region which can also be developed as major tourist destinations, having all the natural as well as the cultural resources for attracting tourists. Some of the important natural resources are beautiful lakes, locations for adventure sports, wild life, flora and fauna, alpine forests, natural waterfalls and streams etc. As for the cultural resources, Jammu district has some of the most important religious shrines for Hindus, historical monuments, plethora of local festivals and distinct cuisine.

Tourism can act as a catalyst between employment generation and economic growth thus boosting the socioeconomic development of the region.

2. Issues/Challenges

- Lack of identification and classification of cultural and heritage assets.
- Lack of knowledge about local culture, heritage and its importance for promotion from the lens of tourism.
- Lack of state of the art amenities to the visitors.
- Insensitive addition and alterations in the built fabric.
- Dilapidation of the heritage assets due to encroachments etc.
- Getting people onboard regarding conservation and promotion of local culture and traditions.





City Profile

| General Information | |
|---|--|
| Geographical Location | |
| Area | |
| Population | |
| Tourism Type/Profile | |
| Number of Tourist Destinations | |
| A - Gardens | |
| B - Forts | |
| C - Water Bodies | |
| D - Cultural Centre | |
| E- Religious | |
| E - Other/s | |
| Connectivity | |
| A - Road | |
| B - Rail | |
| C - Air | |
| Available Amenities for Tourists (Hotels, restaurants, guest houses etc.) | |

3. Art and Crafts of the Region

The handicrafts reflect the lifestyle, culture and heritage of the region. Promoting the local crafts and traditions helps in development of local communities by providing them livelihood. The local crafts can be promoted through exhibitions, fairs etc. which also opens tourism avenues for the city. Following arts and crafts can be promoted at the city level :

4.1 Basohli Painting - The miniature paintings are known for their evocative colours, bold lines, rich symbols, deep set facial patterns and the most significant feature being the red painted border

4.2 Wall Painting - In this art form the theme of the painting is done after drying out the base layer that is lime kara in this case..



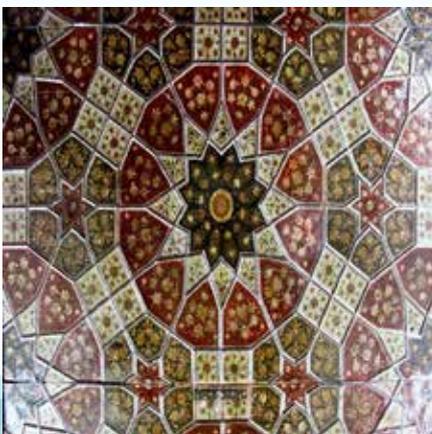
Basohli Painting



Wall Painting

4.3 Hand Painted Khatamband - Khatamband is a geometrical wooden false ceiling art of Kashmir region but in the royal palaces of Mubarak Mandi, there is an adaptation such as floral pattern has been hand painted on these panels. It adds a lot of aesthetic value to the interior.

4.4 Calico Painting - Calico-Printing is the process of imprinting on textile fabrics, patterns of one or more colours on a white or coloured background.



Khatamband Painting



Calico Painting

4.5 Straw Craft - Straw craft has existed since ages and was introduced for domestic as well as religious purposes by braiding various kinds of straw leaves from the neighbourhood areas.

4.6 Bamboo Craft - Bamboo products such as baskets (tokri), brooms (baari), hand fans (pakkhi), chairs (kursi), tables, other furniture and ornamental items.



Bina craft

Bamboo craft

4.7 Clay Craft - The clay objects manufactured today in Jammu are various ceramics and pottery such as gagar, chati, kunni, matka, dudhni, kujja, ghada, surai, diya, chari, tukhari, kumb, bugni, pyala, hukkajhari, flower pots.

4.8 Brass Craft - Earlier food was cooked in the traditional Saglas i.e. utensils made from Brass. Saglas are still presently used in preparing traditional 'Dham' in rural belts of Jammu region.



Ghada with embossed pattern made from Clay craft



Traditional Sagla made from Bras

4. Intangible Heritage

5.1 Language - Dogri is the most widely spoken language of Jammu region but Takriscript was developed and was followed as official language for written scriptures along with Urdu language during the rule of the Dogras.

The printed Chamba Takri alphabet is as follows:—

Vowels.

| | | | | | |
|------|------|------|------|-----|-----|
| ᳵ a | ᳶ a | ᳷ i | ᳸ i | ᳹ u | ᳺ u |
| ᳼ ai | ᳽ ai | ᳾ au | ᳿ au | | |

Consonants.

| | | | | |
|-------|-------|------|------|------|
| ᳚ ka | ᳛ ka | ᳜ ga | ᳝ ga | ᳞ na |
| ᳟ cha | ᳠ cha | ᳡ ja | ᳢ ja | ᳣ na |
| ᳤ fa | ᳥ fa | ᳦ da | ᳧ da | ᳨ na |
| ᳩ ta | ᳪ ta | ᳫ da | ᳬ da | ᳭ na |
| ᳮ pa | ᳯ pa | ᳰ ra | ᳱ ra | ᳲ na |
| ᳳ ya | ᳴ ya | ᳵ ra | ᳶ ra | ᳷ ka |

Conjuncts.

| | | | | | | |
|------|------|------|------|------|------|------|
| ᳚ ga | ᳛ ka | ᳜ ka | ᳝ na | ᳞ pa | ᳟ ra | ᳠ ka |
| ᳡ ka | ᳢ ka | ᳣ pa | ᳤ pa | ᳥ ra | ᳦ ka | ᳧ ka |

Numerals.

| | | | | | |
|------|------|------|------|------|------|
| ᳚ 1, | ᳛ 2, | ᳜ 3, | ᳝ 4, | ᳞ 5, | ᳟ 6, |
| ᳠ 7, | ᳡ 8, | ᳢ 9, | ᳣ 0. | | |

Double letters are never written. They are left to be inferred by the reader. Thus, *ditto*, given, is written *᳚᳚ ditto*, but must be read *ditto*.

Figure 10: Chart of Standard Chamba form of Takri in print (from Gleason 1916a: 640).

Alphabets, Numerals and Vowels in Takri script

5.2 Festivals/Melas - Jammu region celebrates its festivals with huge pomp and show. Some of the festivals are: Lohri Festival, Baisakhi Festival, Purmandal Mela, Jhiri Mela etc.

5.3 Folk Dance and Songs - Kud Dance, Geetru etc.

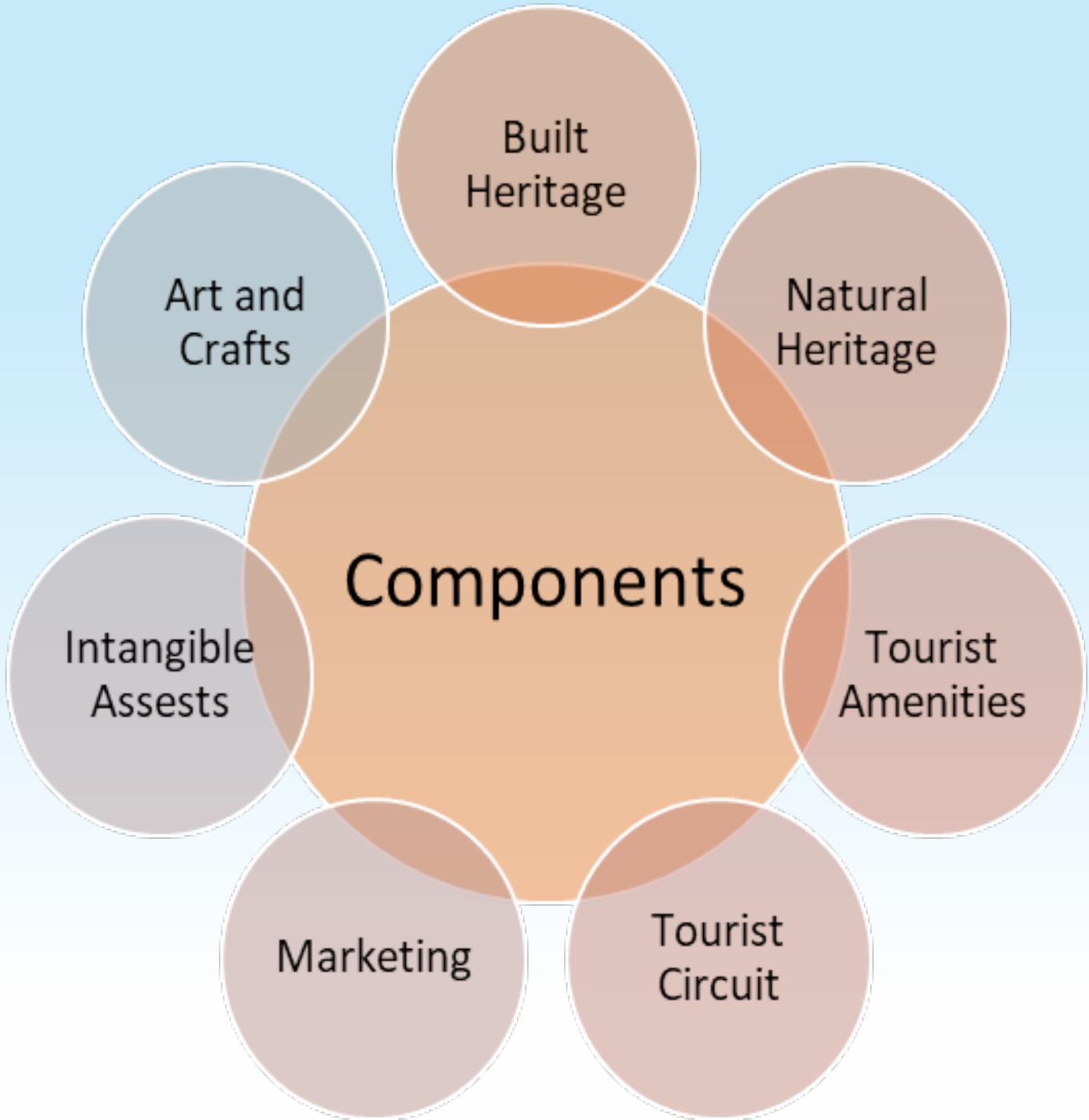


Jhiri Mela



Kud Dance

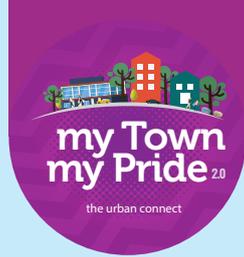
5. Proposals for Tourism and Culture Plan



Components of Tourism and Culture Plan of A City

| S.No | Component | Interventions | Identified Location / Requirements | Funding Agency | Implementing Agency | Amount | Timeline |
|----------|----------------------------|--|------------------------------------|-----------------------|---|--------|----------|
| 1 | Built Heritage | | | | | | |
| 1.1 | | Restoration and Management | Fort | Govt., PPP, CSR | ASI, Municipal Committees, Development Authority, Tourism Department etc. | | |
| | | | Administrative Buildings | | | | |
| | | | Religious Structures | | | | |
| | | | Residential Structures | | | | |
| | | | Heritage Precincts | | | | |
| Others | | | | | | | |
| 1.2 | | Information and Communication | Tourist Reception Centres | | | | |
| 2 | Natural Heritage | | | | | | |
| 2.1 | | Restoration and Management | Ponds | Govt., PPP, CSR | ASI, Municipal Committees, Development Authority etc. | | |
| | | | Lake | | | | |
| | | | Streams | | | | |
| | | | Others | | | | |
| 3 | Art and Craft | Basohli, Khatamband, Calico, Straw and Bamboo craft etc. | | | | | |
| 3.1 | | Setting up of Centres for display and selling of arts and crafts | No. - | Govt., PPP, CSR | Municipal Committees, Development Authority, SHGs etc. | | |
| 3.2 | | Training Programs for promotion of art in the region | No. - | | | | |
| 4 | Intangible Heritage | Language, Festivals/melas, Folk Dance etc. | | | | | |
| 4.1 | | Preservation, Promotion and Celebration | Location of Holding Fairs - | Govt., PPP, CSR | Municipal Committees, Development Authority etc. | | |
| 4.2 | | Folk and Performing Arts Centre | No.- | Govt., PPP, CSR | Municipal Committees, Development Authority etc. | | |

| | | | | | | | |
|----------|--------------------------|--|---|-----------------|--|--|--|
| 5 | Tourist Circuit | Identifying nearby tourist hot spots and linking own places with them | | | | | |
| 5.1 | | Plan to connect the intra and inter-city identified tourist spots <u>with each other</u> | No and location | Govt., PPP, CSR | Tourism Department, Transport Department, Municipal Committees ,Development Authority etc. | | |
| 5.2 | | Transport Network | Mode - E-rickshaw / auto/ buses etc. | | | | |
| | | Other/s | | | | | |
| 6 | Tourist Amenities | Amenities include basic facilities and services that help a visitor feel comfortable and secure in your destination. | | | | | |
| 6.1 | | Boarding and Lodging | Hotels / Guest Houses/ Homestays etc. | Govt., PPP, CSR | Tourism Department, Municipal Committees, Development Authority etc. | | |
| | | | Restaurants/ Dhabas | | | | |
| | | | Other/s | | | | |
| 6.2 | | Public Restrooms | No.- | | | | |
| 6.3 | | Emergency Services (health centres etc.) | No.- | | | | |
| 6.4 | | Drinking Water facilities | No.- | | | | |
| 6.5 | | Other/s | No.- | | | | |



| | | | | | | | |
|----------|-----------------------------|--|---------------------------|-----------------|---|--|--|
| 7 | Marketing Strategies | To promote and advertise the cultural assets to attract visitors to your destination | | | | | |
| 7.1 | | Offline | Print Media/ FM | Govt., PPP, CSR | Tourism Department, Municipal Committees, Development Authority, PR Department etc. | | |
| | | | Stakeholders Consultation | | | | |
| | | | Other/s | | | | |
| 7.2 | | Online | City Website | | | | |
| | | | Social Media | | | | |

6. Soft Interventions

| | | | |
|-----|---|-----------------|---|
| 7.1 | Local cuisine to be served at government events. | Govt., CSR etc. | Tourism Department, Municipal Committees, Development Authority, PR Department, Education Department etc. |
| 7.2 | Addition of knowledge on local traditions, crafts, heritage in school curriculum | | |
| 7.3 | Making the city plastic free to boost tourism | | |
| 7.4 | Promoting local culture in school events e.g organizing traditional costume day, news in local language etc. | | |
| 7.5 | Organizing school tours to heritage sites | | |
| 7.6 | Interactive events between craftsmen/folk dancers/folk singers etc. by inviting them to schools and colleges and vice versa | | |
| 7.7 | Others | | |