Chapter VII

Case Study
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JAIPUR

Jaipur is named after its founder the warrior and astronomer sovereign Sawai Jai Singh II (ruled 1688 to 1744). The decision to move out of his hilltop capital Amer was also compelled by reasons of growing population and paucity of water. Moreover in the early seventh century the power of the great Mughals was dwindling with its aging Monarch Aurangzeb and after several centuries of invasions the north was now quite and the wealth of the kingdom had become greater than before. Seizing upon this opportune time Jai Singh planned his new capital in the planes. Jaipur is corroborate active effort of Sawai Jai Singh's strong grounding in sciences and astrology and a Bengali architect Vidyadhar with a strong instinct for planning.

Figure 7.1
City Map

<table>
<thead>
<tr>
<th>GENERAL INFORMATION</th>
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<tr>
<td><strong>Area</strong>: Jaipur City (Municipal limits 64.75 sq km, Pink City 9.8 sq km.)</td>
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<tr>
<td><strong>Altitude</strong>: 431 meters</td>
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<tr>
<td><strong>Climate</strong>: Max. Min.</td>
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<tr>
<td><strong>Summer</strong>: 45.0 °C 25.8 °C  <strong>Winter</strong>: 22.0 °C 8.3 °C</td>
</tr>
<tr>
<td><strong>Best Season</strong>: September-March</td>
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<tr>
<td><strong>Languages</strong>: English, Hindi, Rajasthani</td>
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<tr>
<td>Jaipur is moderate in temperature.</td>
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<tr>
<td><strong>Summer</strong>: Max. 45 degree C Min. 25.8 degree C</td>
</tr>
<tr>
<td><strong>Winter</strong>: Max. 22 degree C Min. 8.3 degree C</td>
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The Jaipur Airport is called Sanganer Airport. There are domestic flight connections to Delhi, Kolkata, Mumbai, Ahmedabad, Jodhpur and Udaipur. There is a single international flight to Dubai. The city is well connected by train also, Connections are from Delhi, Agra, Mumbai, Chennai, Bikaner, Jodhpur, Udaipur, Ahmedabad. Well
connected from other states like UP, MP, Alongside for the capital city a convenient mode of travel is by road. Regular bus service of AC and Deluxe Coaches are available.

**Transportation**

Locally roadways city buses and private buses are available, cycle rickshaws and auto rickshaws are also there, Radio and prepaid taxies are also available Travel agents and tour operators of Jaipur

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<thead>
<tr>
<th>Name of Travel Agency</th>
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<tr>
<td>Arvali Safari And Tours</td>
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**Shopping & Entertainment**

Jaipur offers one of a kind shopping experience with its rich treasure of bewitching jewellery, beautiful gems, semi precious stones, kundan and minakri work (enamel work on gold). Beautiful cotton fabric including sanganeri prints, tie-dye, and fine kota doria saries are the best buys for women. The exotic blue pottery, enamelware and brassware, make excellent souvenirs and gift items. The city is also famous for
woollen carpets and cotton rugs. equally popular are the leather footwear, especially that embroidered Jutes. The famous shopping spots are Rajasthali, Johari Bazaar, MI road, Nehru Bazaar, Bapu Bazaar, Chapur stalls. The markets are generally closed on Sundays.

Wandering through the bazaar's of old Jaipur is an experience in itself, whether you buy anything or not. They are colorful, noisy and happily chaotic, and you can buy anything here, from Jaipur's famous Meenakari Jewelry to Bars of Soap, marketed under the unique promise that they are made from holy Ganges Water, to give you a holy Ganges water bath every time. The most interesting bazaars lie within the Pink city quarter. The best way to tackle them is perhaps by first taking a slow recce by cycle rickshaw and then coming back to the parts you find most interesting. Jaipur is known for its delicious traditional candies.

A favorite is Ghevar, a crunchy orange honeycomb like disc made from cottage cheese. Probably the best known candy shop in town is within the restaurant Lakshmi Mishtan Bhandar, said to have operated from the same premises since the 18th century. Choki Dhani en route to Sanganer is a novel "folk village" serving authentic Rajasthani food in a charming rustic setting complete with puppeteers, ballad, singer, bangle makers and potters. Its sprawling campus is lit entirely by flickering hurricane lamps. The food is served on leafplatters while you are seated on the floor in the traditional manner.

**Handmade Paper**

If one has ever used handmade paper from India, chances are it was made in Sanganer. The craftsman are the descendants of those who, for generations, made paper of the Rajput princes and the technique hasn't changed: the raw material is ordinary scrappaper which is ripped up, stamped into pulp by foot and washed.

Then it is bleached, dyed and very dexterously lifted out, layer by layer.... each layer, of course being a fresh sheet. The sheets are then dried, either by hanging them from clothes lines or by sticking them up on the walls of the town's houses. Finally they are smoothed out with heavy stones and speckled if necessary with gold.
Rajasthani Textiles

Whether tie-dyed, woven, block-printed, appliqued, embroidered or hand painted, use certain motifs not generally seen elsewhere. The motifs are mostly derived from the flora and fauna found in the region. Some flowers, like the Marigold, Jasmine, Rose, Champa or Raibe, have sacred associations and some animals such as the Elephant, Lion and Monkey are considered more important than others. Caparisoned Elephants and Camels, Peacocks or a girl holding a flower or in a dance pose, add more Rajasthani Character then other motifs

However motifs based on geometrical forms trellises, symbolic patterns used in age-old paintings or decoration in daily rituals by the village women. The mandana motifs used to decorate mud houses during Diwali in certain parts of Rajasthan and flowers and flowering plants are also common.

Club

- Jai Club, Mahveer Marg, C-Scheme, Jaipur,
- Ashok Club, Opp Secretariat, Jaipur
- Jaipur club, Jacob Road, Jaipur

Games, Arcades & Amusement Parks

- Dreamland, Gaurav Tower, Malviya Nagar, Jaipur
- Fun Kingdom, Agarwal Farm, Mansorover, Jaipur,
- Resort Reveira Rajawas, C-4, Silver Oaks, Sawai Jai Singh Highway, Jaipur,
- Wonderland, Inside Ram Niwas bagh,Jaipur,
- Pink Pearl Water Park, Ajmer Road, Jaipur,
- Oasis Resort,
- Kalyan Village Resort, Near Pink Pearl Mahapura, Jaipur

Places of Tourist Attractions

Citypalace

Located in the heart of the walled city, The City Palace Complex gives you an idea
about the farsightedness of the founder of Jaipur Sawai Jai Singh. He left behind a legacy of some of the most imposing and magnificent architecture, art and craft structure in the city. Sawai Jai Singh built its many buildings but some of some of the structures were also built by later rulers and some of them are even dated in the in the twentieth century too. The palace is a blend of Mughal and Rajasthani architecture and the royal family still lives in a part of the palace.

On entering the complex and before the palace proper lies the Mubarak Mahal, the palace of welcome or reception. Sawai Madho Singh built the palace in the nineteenth century. It was used as a reception centre for the visiting personage. The building now forms the Maharaja Sawai Man Singh II Museum and on display here are a wide array of royal costumes, some very exquisite and precious Pashmina (Kashmiri) Shawls, Benaras silk saris, Sanganeri prints and folk embroidery. An unusual display is that of voluminous clothes worn by Maharaja Sawai Madho Singh I (ruled 1750-68).

The Maharani’s Palace, the palace of the Queen paradoxically puts a display of the Rajput weaponry. The inestimable collections of weapons date back to even 15th century and are in a remarkable state of preservation. Remarkable amongst them is scissor-action dagger. This deadly weapon when thrust in bodies the handles were release to spread the blades. The dagger was then withdrawn tearing limb from limb of the body of the hapless victim into certain fatality. Other exhibits include protective chain armours, pistols, jewelled and ivory handled swords, a belt sword, small and assorted cannons, guns, poison tipped blades and gun powder pouches. The frescos on the ceiling are amazing and well preserved.

**Jantar Mantar**

Across the road from the palaces is the famous JANTAR MANTAR one of the five observatories in India. Built by Sawai Jai Singh, this is one of the largest and the best preserved. A passionate hobby of the king in the field of Astronomy, numerology, insighted him to execute this observatory and with the help of skilled labourers, they managed to create a collection of complex astronomical instruments chiselled out of stone and most of which continues to provide accurate information to this day.
The most striking instrument is the Brihat Samrat yantra **Sundial**, an imposing yellow edifice to the far right of the observatory complex which has a 27m high gnomon arm set at an angle of 27 degrees. The shadow this casts moves up to 4m in an hour, and aids in the calculation of local and meridian pass time and various attributes of the heavenly bodies, including declination the angular distance of a heavenly body from the celestial equator and altitude. This highlight of the observatory has made it a centre of attraction for the tourist visiting Jaipur.

**Albert Hall**

Located just outside the walled city is the sprawling Ram Niwas garden, which has always been a place for recreational activities since the reign of Sawai Ram Singh ji. This exquisitely designed garden with forcentry doors and a huge complex with small pools and fountains, flourishing lawns and beautiful flower beds all around was basically a famine relief project. It mostly attracted the British families where they entertained their guest and families quite often with the lavish gowns of the Men and formal colourful attires of the nobels and the high society club members, this park
would come alive with the setting sun. Their individual 'BAGGIS' were parked outside in a line and the attendants served around as helpers. The children basically had a gala timely playing around in 'JHULAS' (swing) etc. During daytime it was opened for the common public and by the evening it was opened for common public and by the evening it was available for exclusive lots.

Situated in the middle of the garden, as a centre attraction was the exquisitely built structure of Albert Hall, which was designed by Sir Swinton Jacob, a British architect who designed many palaces in Rajasthan. Combining the elements of English and north Indian architecture known as the pride of the New Jaipur opened in 1887 AD, it is a very well maintained and impressive building displaying a rich collection of Art-de-fact like paintings, carpet, ivory, stone and metal sculptures and colourful crystal works etc. Just opposite the Albert Hall is one of the oldest ZOO in the country, harbouring different species of birds and animals. Another piece of attraction near the Albert Hall, is the Ravindra Rang Manch (theatre) with a modern art gallery and an performing art theatre both indoors and open air. Recently added joints of interest are streets dotted with food stalls, which promises a delicious variety of Indian fast food certainly relished by the tourists.

**Statue Circle**

This is a traffic roundabout in Jaipur. The Statue Circle is not only the most famed circle but also the swarmiest situated too. Almost half the Jaipur passes by it. It is the favourite lounge of Jaipur and a place for evening out, with 'Meals on Wheels' standing by. Strangely it acquires its name of statue circle after its figurine rather than the grand Sawai Jai Singh the founder of modern day Jaipur. His statue stands in full imperial symbols of staff and Jai Singh is made out to be holding out astrological diagrams to exemplify his proclivity for astrology. The memorial is be fitting to the great sovereign, builder and futurist. The lighting and the colourful fountains cheer up the roundabout and its surrounds.

**Hawa Mahal**

Built in 1799, by Maharaja Sawai Pratap Singh the 'Hawa Mahal', Palace of the Wind, is one of the major landmarks of Jaipur. It is an integral part of the City Palace, an extension of the *Zenana* (women's chambers) standing away from the main complex.
This five storey building of unusual architecture designed by Lal Chand Usta, is a stunning example of Rajput artistry made of red and pink sand stone, beautifully outlined with white borders and motifs painted with quick lime. The monument with a spectacular view of Jaipur city with road avenues, intersections and colourful crowds in the market, was originally conceived with the aim of enabling ladies of the royal household to watch the everyday life and royal processions in the city without being seen by others.

Its facade from the roadside makes Hawa Mahal look more like a delicate screen than a palace. This five-story, pyramid-shaped structure has tier after tier of 953 small casements, each with tiny lattice worked (Jali) pink windows, small balconies and arched roofs with hanging cornices, exquisitely modeled and carved. These small windows circulate cool air (Hawa) even in hot months. The pyramidal outline is even throughout by cramming and multiplying casements; and uses repetition of motifs to enhance its beauty.

The entrance to Hawa Mahal is from the City Palace side, through a stately door which opens into a spacious courtyard. The courtyard has a double storeyed building on three sides. There is a small archeological museum here. Only the eastern wing has three more storeys above, which are just a single room thick. The building, standing on a high podium, is a fifty-foot high thin shield, less than a foot in thickness, with small intimate chambers, which give this palace its unique facade. There are no regular stairs to reach the upper floors, but only ramps.

Hawa Mahal, which is currently under the supervision of the State archeological department, provides the visitor with excellent views of the city. The best time to view Hawa Mahal is sunrise when sunlight through the latticed windows gives it a wonderful glow.
Gaitore
It is the final resting place of the Maharajas of Jaipur and is located just off the Jaipur - Amber Road. Situated in a narrow valley the cenotaphs of the former Maharajas are chhatris made in typical Rajput architecture. The chhatri of Sawai Jai Singh II is of special mention for its carvings that exaggerate it.

The Jaigarh fort is the most spectacular of the three-hilltop forts that overlook Jaipur. In Mughal times, the Jaipur region was a major weapon-producing centre for the Mughal and Rajput rulers, several of which are on display in the fort's museum. It is one of the few military structures of medieval India preserved almost intact, containing palaces, a granary, a well-planned cannon foundry, several temples, a tall tower and a giant mounted cannon-the Jai Ban (Jaivan) which is the largest cannon in the world. Jaigarh Fort is also known as the fort of victory. The display includes a collection of canons, many of which are exquisitely decorated and were used in the Mughal campaigns led by the Rajput King, Raja Man Singh.

Of the Jaipur's three forts, Jaigarh is perhaps the most motivating. It does not have those delicate structures or palaces like that of Amber but if you want a quick look at a hard-core fortress, this is it. Jaigarh means 'Victory Fort' and was built between the 15th and the 18th century, and stands 15 km from Jaipur, amidst rock-strewn, thorn-scrub covered hills, its forbidding stone ramparts are visible from the Jaipur town. A steep road goes up to the main gate, the Dungar Darwaza, from where the view is stupendous.

**Figure-7.6**
Jaigarh Fort

**Figure-7.7**
Nahargarh Fort
Nahargarh Fort

Nahargarh Fort is located on the sheer rugged ridge of Aravali Hills and it forms an impressive northern backdrop of Jaipur. It looks most classy when floodlit at night. The fort overlooks the city and presents a glittering view of the city lights. It was built in 1734 and extended in 1868. Nahargarh meaning abode of the tigers was built by Jai Singh to bolster the defence of Amber. The legend also have it that it was named Nahargarh after Nahar Singh a prince whose spirit would destroy the construction and not allow its progress further. So after a tantrik prayer to the spirit it agreed to leave on condition that the fort is named after him. The Madhavendra Bhawan, built by Sawai Ram Singh II has uniquely a cluster of 12 identical suits for queens and at the head is a suit for the king himself. The rooms are linked by corridors and retain some delicate frescos as well as toilets and kitchen hearths. It was used by members of the royal family for excursion in summers and is now even a favoured picnic spot. Durg Cafeteria just above the entrance sells meals and refreshments, while Padao Restaurant on the west sells drinks around sunset.

Figure-7.8
Amber Fort

Amber

Amer (pronounced Amer) is situated about 11 kilometres from Jaipur and was the ancient citadel of the ruling Kachhawa clan of Amber, before the capital was shifted in the plains to present day Jaipur.

The Amber Fort set in picturesque and rugged hills is a fascinating blend of Hindu and Mughal architecture. Constructed by Raja Man Singh I in 1592 and completed by Sawai Jai Singh I the fort is made in red sand stone and white marble. The rugged forbidding exterior belies an inner paradise with a beautiful fusion of art and
architecture. Amber is the classic and romantic fort-palace with a magnificent aura. The interior wall of the palace depicts expressive painting scenes with carvings, precious stones and mirror settings. In the foreground is the Maota Lake providing a breathtaking look. Built mainly for the warring enemies as a safe place, the heavily structured walls could defend the residents within the ramparts of the fort.

All the means of survival & luxuries for the royal families and the people who were concerned with the functioning of this small kingdom of the Kachhawas were well provided. The Rajputs who had apparently won a small structure passed on by Meena tribes, later on renovated it into the grand Amber Fort. Holding a history so old as 7 centuries, this place vibrates with its legendary past, in the archaeological history. Although many of the early structures have been literally ruined but at the same time, those dating from the 16th century on are remarkably preserved by sincere efforts.

Galtaji
It is an ancient pilgrimage centre lying beyond the gardens amidst low hills. Temples, pavilions and holy kunds (natural spring and water tanks) along with lush landscape make it a delightful spot. The small temple of the Sun God built by Diwan Kripam on the top of the highest peak is a visible city landmark.

Figure-7.9
Govind Devji Temple

Govind Devji Temple
A vital part of the city Palace complex, this Krishna temple has been highly preserved by the erstwhile royal family. Sawai Jai Singh installed the image of GOVIND DEV JI (an incarnation of lord Krishna) after it was brought from Vrindavan.
Housed within the sanctum of this spire less temple, the patron deity of the royal family is very religiously worshipped by most of the Hindus in the city and near by areas. The image is unveiled seven times daily for 'AARTIES' and BHOGS offered in the silver wares, consisting of sweets mostly. The idols of RADHA KRISHNA are dressed in different styles each time for the 'AARTI' procession where thousands of followers or 'Bhakt' gather around the courtyard for the Darshan (a look connecting them with the divine).

Figure-7.10
Birla Temple

BirlaLakshmi-NarayanTemple
Birla Mandir or the Lakshmi - Narayan Temple, situated just below the Moti Dungari. This is a modern temple built of white marble on top of a hill, dominating the skyline of south Jaipur. The Birlas (industrialists who have also built several temples in India) built this temple. The temple has been constructed in white marble and has three domes, each portraying the different approaches to religion. The presiding deities here are Vishnu (One of the Hindu Trilogy Gods) called Narayan and his consort Lakshmi Goddess of wealth and good fortune. The temple is built is white in marble and exterior has carved sculptures of various mythological themes and images of saints. The interior has large panel in marble of mythological proceedings. The images of the deities are placed in the sanctum sanctorum. Built on raised ground, it is surrounded by large lush green gardens.

KanakVrindavan
Not so old but definitely an exquisitely land scaped gardens with beautifully carved temple in beige stone, which is a vast complex with terrace sites all around and intricately carved marble columns and lattices. Located in the foothills of Nahargarh hills on the way towards Amer, this complex is a popular spot for picnic and film shoots. It should be definitely visited on the way to the three garland forts of Jaipur-
Nahargarh, Jaigarh and Amber. The greenery after the monsoons gives this whole place a feel of heavenly sensation, with JAL MAHAL in the background.

**Figure-7.11**
Kanak Vrindavan

![Kanak Vrindavan](image)

**Sisodia Rani ka Bagh**

Sawai Jai Singh built it in 1728. The garden is laid in Mughal style and it depicts the legends of Radha and Krishna. The garden is located 8 kms from Jaipur - Agra road. It consists of tiered multi-level gardens with fountains, watercourses and painted pavilions. Sawai Jai Singh built it for his Sisodia Queen from Udaipur.

**Figure-7.12**
Sisodia Rani Ka Bagh

![Sisodia Rani ka Bagh](image)

The palace house has several galleries, pavilions and beautiful murals depicting scenes from the life of lord Krishna.

**Moti Dungri (Ganesh Temple)**

In the middle of Jaipur rises a small hill Moti Dungri meaning pearl hill, because it looks hill a drop of pearl. An exotic palace is parched which is a replica of Scottish castle once occupied by Maharaja Madho Singh's son.
From There on remained as a private property of the ruling family. In the recent past it served as a home for Rajmata Gaytri Devi and her estranged son Jagat Singh. The mere view of this castle is exotic enough. The highlight of this place is the famous and auspicious temple of Lord Ganesh, which is frequently visited by almost whole of Jaipur and people from outside.

There are several unique and luxurious hotels in Jaipur for comfortable stay of the travelers suiting to all types of customers. Selected Heritage hotels of Jaipur are namely, Rajmahal hotel, Rajvilas hotel, Samode haveli, Rambagh palace, Bissau palace, Jaimahal palace, Narain Niwas, Alsasar Haveli, Shahpur House, Hotel Khasa Kothi etc.

FAIRS AND FESTIVALS

Table-7.2
Fairs and festivals List of Jaipur

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**Elephant Festival**

The Elephant Festival is an inimitable event held annually in Jaipur. Groomed flawlessly, rows of elephants do a catwalk before an enthralled audience liked best fashion models to make this festival an amazing one. The elephants move with poise in pageant, run races, play the regal game of polo, and finally participate in the spring festival of Holi. It is festival time with elephants typically celebrated one day before the Holi, Indian festival of colours. Staged at Jaipur Chaugan Stadium elephants put up a variety programme and the arena is brought alive with musician and dancer. The crowd, which includes sizable presences of foreign and Indian tourist, electrifies the atmosphere. The festival starts with an impressive procession of the majestic animals lovingly painted and tastefully attired with glittering ornaments and embroidered velvets. There are deadly and fierce elephant fights. A ceremonial procession is recreated with caparisoned elephants, lancers on horses, chariots, camels, cannons, and palanquins. Elephant is the centre of attraction in the many races and beauty pageants.
Most of the participants are female elephants. The mahouts (elephant keepers) take great care to decorate the elephants painting their trunks, foreheads, and feet with floral motifs and adorning them from tusk to tail with interesting trinkets. Female elephants wear anklets with and make music as they walk. The game of polo forms the highlight of the festival. Dressed in saffron and red turbans, the teams try to score goals with long sticks and a plastic football.

Finally, the tourists are invited to mount the elephants and play Holi. Participants dance with great vigour and the excitement rising to a crescendo.

**Gangaur Festival**

Gangaur is one of the most important local festival in Rajasthan. In some form or the other it is celebrated all over Rajasthan. “gan” is a synonym for Lord Shiva and “gauri” or “gaur” stands for goddess parvati, the heavenly consort of lord Shiva. Gangaur celebrates the union of the two and is a symbol of conjugal and marital happiness.

Gangaur is celebrated in the month of chaitra (**March-April**), the first month of the Hindu calendar. This month marks the end of winter and the onset of spring. This festival is celebrated especially by women, who worship clay idols of “Gan” & “Gauri” in their houses. Unmarried girls who seek the blessings of Gan and Gauri for a good husband, while the married women pray for the good health and long life of their husbands worship these idols.

This worship that starts form the first day of the chaitra month culminates on the 18th day into Gangaur festival with a great religious fervor. On the eve of Gangaur festival women decorate their polms and fingers with henna. The idols of Gan and Gauri are immersed in pond or in a near by lake on the last day of the festival.

A traditional procession of Gangaur commences form the Zanani- Deodhi of the City Palace, passing through Tripolia **Bazaar, Chhoti Chaupar, Gangauri Bazar, Chaugan stadium and finally converges near the Talkatora.** The procession is headed by a colorful pageantry of elephants, old palanquins, chariots, bullock carts and performance folk artists.
Sawan Teej Festival

Teej is one of the most widely celebrated festivals of Rajasthan. Swings, traditional songs and dancing are the unique features of Teej celebrations in Rajasthan. Women perform traditional folk dance dressed in green colored clothes and sing beautiful Teej songs while enjoying their sway on swings bedecked with flowers.

Teej is celebrated with immense fun and fanfare in the capital city of Jaipur. On this day, women and young girls wear their best clothes and adorn themselves with fine jewelry. They gather at a nearby temple or a common place and offers prayers to Goddess Parvati for well being of their husband.

On the occasion of Teej, markets in Jaipur are stocked with trendiest women accessories and clothes. Most of the fabric clothes display laheria (tie and dye) prints. Sweetshops keep different Teej sweets but ghewar is the main sweet of the season. At some shops malpuas and fenis are also prepared in great quantities. All over Rajasthan, swings are hung from trees and decorated with fragrant flowers. Women both married and unmarried love to swing on these swings to celebrate the 'sawan festival'.

Kite Festival, Jaipur

From royal splendour to riotous egalitarianism, 14 January is celebrated in India as Makar Sankranti - heralding the transition of the sun into the Northern hemisphere.

In Jaipur Kites virtually blot out the sky. Everyone joins in this riotous celebration and shouts of "Woh Kata Hai!" reverberate from rooftops to the accompaniment of drums as adversary's kites are cut down. And everyone's an adversary! Any kite in the sky is fair game!

It's been five years that this Desert Kite Festival is held. Kite makers flaunt kites sized as big as 1.5km of various shapes and Designs. Some carrying messages, some depicting social issues, some as caricatures of politicians. It's been the most popular event recently; even tourists can take part in various kite-flying competitions. The colours that flaunt in the blue sky mesmerises the viewers.
UDAIPUR

Udaipur is known as the Venice of the east. It is also called the city of lakes. The Lake Palace on Jag Niwas Island in the middle of Pichola Lakes is the finest example of its architectural and cultural explosion. The grand City Palace on the banks of the lake compliments the palace along with the Monsoon Palace (Sajjan Garh) on the hill above. Udaipur is also the centre for performing arts, craft and its famed miniature paintings. The Shilp Gram festival is a center of attraction during the season.

Figure-7.14
Jantar Mantar

<table>
<thead>
<tr>
<th>GENERAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area : 37 sq. km.</td>
</tr>
<tr>
<td>Altitude : 577 meters</td>
</tr>
<tr>
<td>Climate : Mean Max. Mean Min.</td>
</tr>
<tr>
<td>Summer : 38.3° C 28.4° C</td>
</tr>
<tr>
<td>Winter : 28.3° C 11.6° C</td>
</tr>
<tr>
<td>Rainfall : 61 cms.</td>
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<tr>
<td>Best Season : September-March</td>
</tr>
<tr>
<td>Languages : English, Hindi, Mewari.</td>
</tr>
</tbody>
</table>

Udaipur is the key city of Rajasthan's southern region of Mewar. Mewar is a hilly, forested region, in complete contrast to the harsh desert of Marwar in the northwest. A Rajasthan folk song succinctly defines the difference thus: "Where the babool tree grows, that is Marwar, where the aonla (Embica officinalis) tree grows, that is Mewar". Apart from the city itself, there are a number of interesting sights within a 60-Mile radius of Udaipur: The temples of Eklingji, Nathdwara and Ranakpur, the fort of Kumbalgarh and Jaisamand Lake.

Further away are the great fort of Chittorgarh, the spectacular temples of Mount Abu and the splendid palaces of Dungarpur.

Places of Tourist Importance

City Palace
City Palace towers over the Pichola Lake. Maharana Uday Singh initiated in the construction of the palace but succeeding Maharanas added several palaces and
structures to the complex retained a surprising uniformity to the design. The entry to
the Palace is from the Hati Pol, the Elephant gate. The Bari Pol or the Big gate
brings you to the Tripolia, the Triple gate. It was once a custom that the Maharana
would weigh under this gate in gold and silver, which was distributed to the populace.
It is also now the main ticket office. Balconies, cupolas and towers surmount the
palace to give a wonderful view of the lake. Suraj Gokhada or the balcony of the sun
is where the Maharana would grant public audiences mainly to boost the morale of the
people in difficult times. The Mor Chawk is the peacock square and gains its name
from the vivid blue mosaic in glass of a peacock that decorates its walls.

Fateh Prakash Palace
It's like being cocooned in authentic royal luxury at the Fateh Prakash Palace, the
grand heritage palace of the HRH group. The warmth of royal hospitality greets you
as you walk along the corridors lined with large paintings of the Mewar school that
flourished in the seventeenth through nineteenth century. The lake facing suites in the
turrets are suitably appointed with four poster beds and period furniture,

Figure-7.15

festooned with maroon velvet curtains and delicate silk tassels. It's a legacy kept
alive since the early decades of the twentieth century when Maharana Fateh Singh
(period of reign : 1884 - 1935) used to be the royal occupant of this palace. Till date
the formality of royal occasions are maintained.

Jag mandir
This is the other island palace in Lake Pichola, which was constructed by Maharana
Karan Singh as a hideout for Prince Khurram the estranged son of Emperor Jehangir
the implacable foe of the Maharana. The reason for the aid was that the prince was the
son of a Rajput mother. It is also said that Shah Jahan [prince Khurram] derived some of these ideas for the Taj Mahal from this palace when he stayed there in 1623-24. The island has some striking carving including a row of elephants that looks as though they are guarding the island. The exquisitely carved chhatri in grey and blue stone is another example.

**Figure-7.16**

*Jag Mandir*

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**Crystal Gallery**

It is situated in the Fateh Prakash Palace is a breath taking collection of crystals. Maharana Sajjan Singh mainly ordered these crystals from F & C Osler England. But he could not see the crystals because of his untimely death. The crystal item includes tables, sofa sets, dinning table, dressers, fountains and even beds besides a whole array of washing bowls, decanters and perfume bottles. There is also an exquisite jewel studded carpet, which is beyond description.

**Figure-7.17**

*Durbar Hall*
Durbar Hall

In India the Durbar Hall is generally a place where state banquets are held and is also used for formal and informal meetings. The Durbar Hall at the Fateh Prakash Palace is undoubtedly the most lavish Durbar Hall in India. It is one of the grandest chambers in Udaipur and its sheer size makes one gasp in awe. The chandelier in the middle is the most impressive and is complimented with paintings of Maharanas and various weapons adorn the walls. The hall has an exquisite ceiling and is surrounded by viewing galleries from where the ladies of the palace could get a view from the privacy of their veils. Lord Minto, The Viceroy of India laid the foundation stone for the Durbar hall in 1909.

Figure-7.18
Udaipur Fort

Udaipur Fort

Of all the kingdoms of Rajasthan, the kingdom of Mewar was considered of prime importance, and its ruler acknowledged as being the most senior of all the Rajput Princes. This is because the Sisodia Dynasty of Mewars was probably the Oldest Dynasty in the World, tracing its origins directly back through seventy-six generations to its not the antiquity of their lineage alone for which the Sisodias were respected, but also for the fierce zeal with which they upheld their independence and their Rajput values through the centuries. Of all the Rajput kingdoms, Mewar was the only one, which refused to marry its princess to the Mughal emperors and acquire all the political advantage that accrued. The Sisodia were also staunch defenders of the Hindu faith, in fact, the Dynasty’s name comes from the word 'Sisa' or lead.

For the legend goes that a certain prince, of the line was unwittingly made to eat a piece of beef. When he later discovered this, he chose to atone for his sin by swallowing molten lead. In AD 734, Bappa Rawal, the first of the great Sisodia kings, came to the throne. It was Bappa Rawal who moved his capital to the strategic hilltop fortress of Chittorgarh, which was to remain the capital of Mewar for the next eight hundred years. Udaipur is a city with a population of 300,000. It is a road and rail
junction and an agricultural market town with a sprinkling of industries, ranging from handicrafts to chemicals.

**The Grand City Fort**

![City Fort](image)

But more than this, it is perhaps one of the most romantic and picturesque cities in Rajasthan, with its lake, hills and splendid palaces. The old city once surrounded by fortified walls, like any medieval Rajput town, has five great gates: Hathi Pol, Suraj Pol, Chand pol, Kishan pol and Delhi Gate.

![Sahelion Ki Bari](image)

**Sahelion Ki Bari**

Maharana Sangram singh builds this in the mid 18th century. The 'garden of the maidens' brings to mind the lifestyle of the ladies of the court. The delightful gardens appear discreet and in impeccable taste. There are four pools with dainty kiosks, and all around are flowerbeds, lawns, pools and fountains protected by a series of walls and shady trees. The foundation of the Sahelion ki bari functions solely by water pressure and no pumps are used. The garden has a lotus pool, a sitting room decorated with paintings and glass mosaics. The whole ambience is flavored by the nostalgia of those beautiful bells enjoying themselves in a lavish aura.

**Fateh Sagar Lake**

This delightful lake, bordered by hills and woodland was constructed by Maharana jai Singh to the north of Lake Pichola. It is an artificial lake dug up in 1678,
reconstructed by Maharana Fateh Singh a canal links the two, via Swaroop Sagar and Rang Sagar Lakes. The beautiful Nehru Island as well as an islet bearing a solar observatory rises from the lake.

Shopping

A captivate collection of exquisite beauty dainty folk toys, brightly coloured garments, hand printed textiles, batiks and tie and dye sarees and fabrics can be shopped around as the rich culture and heritage has given rise to many objects of beauty. The craftsmanship at its best can be seen in the shining metal images rustic and chunky silver jewelry and wooden toys. The animated colours and themes painted on the pichwais or the wall hanging are world-renowned. There are numerous small and big shops offering all the above, the main shopping places being: Rajasthan Government Handicrafts Emporium - a shopper's delight, Chetak Circle, Bapu Bazaar, City Market, Hathi Pol and Lake Palace Road.

Fairs and festivals

Shilpgram

Literally meaning a "Craftsmen's Village" is a living ethnographic museum depicting the enormous diversities in craft, art & culture between various Indian states, but the exquisite terracotta work mainly in dark red and dark brown sand material along with the wooden carvings are the forte of this ethnic village. Shilpgram comprises 26 huts set in 70 acres of natural surroundings at the foot of the Aravali Hills. A colourful craft festival during winter seasons to the whole set up induces viatancy and zeal.

Figure-7.22

Shilp Gram
Mewar Festival, Udaipur

The Mewar Festival is celebrated to welcome the advent of spring. It coincides with the festival of Gangaur in Udaipur, and has a unique charm about it. The women folk gather to dress the images of Isar and Gangaur and then carry them in a ceremonial procession through different parts of the city. The procession winds its way to the Gangaur Ghat at Lake Pichhola. Here, the images are transferred to special boats amidst much singing and festivity.

Figure-7.23
Mewar Festival

Once the religious part of the festival is over, it is time for cultural events where Rajasthani culture is portrayed through songs, dances and other programmes. The festival culminates with an impressive fireworks display.

Few prominent Heritage hotels are Lake Pichola, Shiv Niwas palace, Lake palace hotel, Fateh Prakesh Palace and Udaipur Heritage Hotel

Shopping

Udaipur has countless shops and many interesting Local crafts that make it a one-of-its-kind shopping experience. A glut of items like folk toys, colourful tie-dye sarees and clothes, turbans, hand painted fabrics, silver Jewellery, wall hangings and miniature paintings in Rajput Style are the favourite buys. The beautiful images of Gods and goddesses made in the nearby Molalla village near Nathdwara are not to be missed. The Shopping spots include a cluster of stalls on the Lake Palace road next to the Rang Niwas Palace Hotel and other the Jagdish Temple.
AJMER

South west of Jaipur, Ajmer is an oasis wrapped in the green hills. The city was founded by Raja Ajay Pal Chauhan in the 7th Century A.D. and continued to be a major centre of the Chauhan power till 1193 A.D. When Prithviraj Chauhan lost it to Mohammed Gaur. Since then, Ajmer became home to many dynasties. Today, Ajmer is a popular pilgrimage centre for the Hindus as well as Muslims. Especially famous is the Dargah Sharif-tomb of the Sufi saint Khwaja Moinuddin Chisti, which is equally revered by the Hindus and Muslims. It is a centre of culture and education, the British chose Ajmer for its prestigious Mayo College a school exclusively for Indian nobility. Ajmer is also the base for visiting Pushkar (14 km.), the abode of Lord Brahma, lying to its west with a temple and a picturesque lake. The Pushkar Lake is a sacred spot for Hindus. During the month of Kartik (Oct./Nov.), devotees throng in large numbers here to take a dip in the sacred lake.

Figure-7.24
Dargah

Ajaipal Chauhan founded Ajmer in the seventh century. He constructed a hill fort "Ajaimeur" or the invincible hill. The Chauhans ruled Ajmer till the 12th century when Prithviraj Chauhan lost Mohammed Ghauri. Thereafter it became a part of the sultanate of Delhi. Ajmer was also favourite residence for the great Mughals. One of the first contacts between the Mughal King Jahangir and Sir Thomas Roe took place here in 1616. The Scindias took over the city in 1818 and then handed it over to the
British and it became one of the only parts of Rajasthan controlled directly by the East Indian Co.

The bus stand in Ajmer is located near the RTDC hotel Khadim. And the railway is further north and most of the hotels are west of the stations. Northeast is the main post office and most of the city's market is located behind and up to Agra Gate. Further north is a large artificial lake called the Anna Sagar.

Climate
Pretty hot in summers and becomes green with first rain as all its small mountains become green, in winters temperature is chilled.

The nearest airport is Jaipur which is 135 kms away, and is on the Delhi-Jaipur-Marwar-Ahmedabad-Mumbai line and most trains stops at Ajmer as well it is connected with bus from all places like Jaipur, Agra, Aligarh, Abu road, Bikaner, Bharatpur, Barmer, Haridwar, Chittorgarh, Jodhpur, Jaisalmer and Nagaur.

Places of Tourist Importance

Figure-7.25
Pushkar Ghat

Pushkar
For a devout Hindu Pushkar is a very important pilgrim centre, for one visit to this holy place in a lifetime is highly prescribed. Brahma forms the great Hindu trilogy of Brahma, Vishnu and Shiva, each symbolising the lifecycle of birth, preservation and destruction. Brahma the creator is depicted as of four bearded heads and four hands each holding a book of Vedas (knowledge). His vehicle is the swan and his consort is Savitri. According to the legend Pushkar means a pond created by flower, was formed when Brahma dropped a lotus flower on the earth to determine a place for his yagna, a holy sacrifice. The story goes that Brahma wanted to perform the
yagna at the most auspicious time but his consort Savitri whose presence at the
yagna was vital for its performance kept him waiting. Irritated by this Brahma
married Gayatri, a milkmaid and installed her instead. Savitri on seeing someone
else in her place was infuriated and cursed Brahma that people on earth would forget
him and never worshiped. She relented on pleas from other Gods that he could only
be worshiped in Pushkar, hence there are no Brahma Temples elsewhere.

**Figure-7.26**
**Taragarh Fort**

![Taragarh Fort](image)

**Taragarh Fort**
The giant fort stands guarding the city. It has six gates. The fort also has Miran Saheb
ki Dargah who was the governor of the fort and laid down his life in an encounter. It
gives a panoramic view of the city situated in Nagpahari of Aravalli ranges; this fort
has immense archaeological and historical importance.

**Adhaidinka-Jhonpra**

This is a masterpiece of Indo - Islamic architecture. As legend goes its was
constructed in two and a-half days (Adhai-Din). It is a relic of an old mosque
consisting of a quadrangle with a front screen wall of seven pointed arches. The
distinct pillars and arched screen with its ruined minarets make it a splendid
architectural masterpiece.
Old Rangji Temple

Lord Rangji is incarnation in of Lord Vishnu. This temple was built in 1823 by Seth Puran Mal Ganeriwal of Hyderabad. This temple is unique due to confluence of South Indian style (Dravid) Rajput and Mughal style of architecture.

New Temple

The gracious temple is very conspicuous, due to its south Indian style of architecture. It has a high rising Gopuram typical of southern India. Pushkar has more than 400 temples; the other important temples are Balaji Ka Mandir and Man Mandir.

Savitri Temple

The temple of Lord Brahma’s first wife. It is located on the hill behind the Brahma temple and one has to climb a long series of steps to reach the shrine. It commands a panoramic view of the beautiful lake and the picturesque surrounding of the villages.

Saraswati Temple Saraswati is the wife of Brahma. Literally her name means ‘the flowing one’. In the Rig Veda she represents a river deity and is connected with fertility and purification. She is considered the personification of all
knowledge - arts, sciences, crafts and skills. She is the goddess of the creative impulse, the source of music, beauty and eloquence. Artists, writers and other individuals involved in creative endeavors have for millennia come on pilgrimage to Pushkar to request the inspiration of Brahma and Saraswati. According to a theory, the shrine myths are often metaphorical expressions of the particular power of a pilgrimage place, the lake, hill and area of Pushkar have a spirit or presence that awakens and stimulates the human capacity of creativity.

Figure-7.29
Dargah of Khwaja sahib

DargahKhwajaSahib

It is the landmark of Ajmer and one of the holiest of Muslim shrines in the country. It has a secular appeal and revered by people of all sect. Khwaja Moin-ud-din Chisti, a Sufi saint from Persia made this place his abode from 1192 till he died in 1236 AD. Mughal King Humayun completed the construction of the shrine. The Dargah is approached through a massive gate with silver doors built in several stages. Emperor Akbar made an annual pilgrimage to Ajmer. Mughal Emperors Akbar and Shah Zahan have built mosques in the complex. The saint's tomb is in the centre of the second courtyard and a marble screen surrounds the actual tomb inside by a silver railing and partly. The tomb is of marble and dome is gold plated. The atmosphere inside the shrine is charged and supernatural with burning of incense and offerings of flowers mainly rose and sweets.
Ana Sagar

It is an artificial lake named after Anaji Chauhan. The catchments were built with the help of local populace. Shah Jahan, to facilitate his long stays in Ajmer, built the ‘Baradari’ pavilions. The Baradari and the adjoining parks are the lungs of city and favourite outing spot.

Pushkar Lake

The pious Pushkar Lake, believed to have been created by the falling of lotus from the hand of Lord Brahma. It is considered to be as old as the creation. The lake is considered as one of the most sacred spots, and believed that one dip in the waters of lake on Kartika Poornima is equivalent to performing yagnas for several hundred years.

The charming lake amidst the hills has fifty-two bathing ghats, built around lake. The water around each ghat is supposed to have special powers. The Naga Kund is believed to give fertility, Roop Tirth gives beauty and charm, Kapil Vyapi Kund water helps in curing leprosy and a dip in the Mrikand Muni Kund grants the boon of wisdom.

The Museum

Once the royal residence of Emperor Akbar, the museum houses a rich repository of the Mughal and Rajput armour and exquisite sculptures. Akbar improved and extended the fortification of the city, and he come to pay homage at the sacred
shrine of Garib Nawaz. Its main entrance faces Naya Bazar and is provided with balconies on both the sides.

There are plenty of Autorickshaws, some cycle-rickshaws and quite a few tongas in Ajmer. In Pushkar there is no autorickshaws, one can find cycles for looking around the colourful bazaar.

**Shopping**

While Shopping in Ajmer, one can go on a buying spree of various kinds of items representing Rajasthani culture and style. The 'Ittar' (perfume) is a major specialty of Ajmer. During the *Urs* fair, folk artisans and craftsmen display their talent and offer a tempting range of intriguing and colourful items at competitive prices.

Shopping is a delightful experience in Pushkar fair, wide range of Handicraft items are displayed on road side stalls. A bewildering variety of Souvenirs, curios, and trinkets are up for sale. The beads, bangles, embroidered shoes: clothes, shiny glass, brass utensils, belts and many more are on a display.

**FAIRS AND FESTIVALS**

**Pushkar Fair**

![Figure-7.31](image)

The Pushkar Camel Fair is one of the largest in India and the only one of its kind in the entire world. During the fair, Lakhs of people from rural India flock to Pushkar, along with Camel and Cattle for several days of live stock trading, horse dealing, pilgrimage and religious festival.
This small town, becomes a cultural phenomenon when colourfully dressed devotees, musicians, acrobats, folk dancers, traders, comedians, sadhus and tourists reach here during Pushkar fair. According to Hindu chronology it takes place in the month of Kartika (October or November) beginning on ashtmi 8th day of Lunar Calendar and continues till full moon (Poornima). The Camel and Cattle trading is at its peak during the first half of festival period. During the later half, religious activities dominate the scenario. Devotees take dips in the holy "Sarovar" lake, as the sacred water is known to bestow salvation. This small town is transformed into a spectacular fair ground, as rows of make shift stalls display an entire range of objects of art to daily utility stuff. Decoration items for Cattle, Camel and women, everything is sold together. Small handicraft items are the best bargain for buying souvenir. The Camel and Horse races have crowds to cheer. Camel judging competitions are Quite popular with animal lovers. Each evening brings different folk dances and music of Rajasthan, performers delivering live shows to the roaring and applauding crowds.

Pushkar fair has its own magic and it's a lifetime experience for travellers. It has featured in numbers of travel shows, films and magazine. According to lonely planet - "Its truly a feast for the eyes. If you are any where within striking distance at the time, Its an event not to be missed." Foot print India handbook 2001 writes- "The huge mela is Pushkar's biggest draw an unforgettable experience.

URS (Ajmer)

The lakeside city of Ajmer is located in central Rajasthan, and is held in great reverence by devotees of all communities who call it 'Ajmer Sharif' (Holy Ajmer). It is here that the mortal remains of the highly respected Sufi saint Khwaja Moin-ud-din Chishti lie buried.

The Khwaja came from Persia and established the Chishtia order of fakirs in India. He is popularly known as Gharib Nawaz (protector of the poor) because he dedicated his entire life to the service of mankind. His spartan life spanned almost a hundred years
and he embraced death in solitude while he had withdrawn to his cell for six days, asking not to be disturbed. The Dargah Sharif in Ajmer is the place where the Saint's mortal remains lie buried and is the site of the largest Muslim fair in India. More than five lakh devotees belonging to different communities gather from all parts of the subcontinent to pay homage to the Khwaja on his Urs (death anniversary) during the first six days of Rajab (seventh month of the Islamic calendar.)

![Figure-7.32 Urs](image)

The pilgrims who come to seek the blessings of the Khwaja make rich offerings called nazrana at the holy spot where the saint has been entombed. The offerings of rose and jasmine flowers, sandalwood paste, perfumes and incense contribute to the fragrance that floats in the air inside the shrine. Also offered by devotees are the chadar, ghilaph and neema, which are votive offerings for the tomb. These are brought by devotees on their heads and handed over to the khadims inside the sanctum sanctorum. Outside the sanctum sanctorum of the dargah, professional singers called qawwals in groups and sing the praises of the saint in a characteristic high-pitched voice. People gather around them and listen attentively, sometimes clapping to the rhythm of their instruments.

**Tourist Traffic Trends**

As far as tourist traffic trends regarding domestic visitors for the places selected for case studies are concerned, it is quite evident from Table- 7.3 that there had been a satisfactory rise in the number except for the year 2003 in which barring Jaipur rest of the places registered a bit of negative growth. This might be due to various reasons
pertaining to socio-political or economic or calamatic environment of the state, places of origin of the tourists or, even the transit areas.

Table-7.3

<table>
<thead>
<tr>
<th>Year</th>
<th>Jaipur</th>
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<th>Ajmer</th>
<th>Pushkar</th>
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Going by the statistics as revealed from Figure 7.33, the domestic tourists registered a growth of 117.74%, 32.20%, 30.72% and 57.89% respectively for Jaipur, Udaipur, Ajmer and Pushkar, which undoubtably are amazing trends considering the national and international trends.

Figure-7.33

Regarding international tourist arrivals (Table-7.4), all the four destinations had been extremely promising as far as the number of tourists is concerned. The most fascinating feature is that the intensification of the quantitative figures is extremely impressive. In fact, in case of all the four destinations the number of international tourists has increased very convincingly, as is clear from the table given below.
Table 7.4
International Tourist Arrivals

<table>
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<tr>
<th>Year</th>
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<th>Pushkar</th>
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<td>441910</td>
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</table>

Figure 7.34

The overall percentage growth in case of international tourists coming to Jaipur, Udaipur, Ajmer and Pushkar during the period ranging from the year 2002 to 2006, in that order, had been 442.55%, 85.61%, 221.96% and 158.94%. In the light of the above facts, it is proposed by the researcher that this motivating trend is certainly a sign of positive future of the tourism industry of the state, but there is expressing need to widen the product/attractional base; as well as market oriented promotional strategies; so that the escalating pressure, especially on the fragile natural resources, can be managed properly to achieve sustainability and holistic development of tourism in the state.

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