

ROOTS

THE QUARTERLY NEWSLETTER OF
the Indian Trust for Rural Heritage and Development (ITRHD)

***Just as the universe
is contained in the self,
so is India contained
in the villages.***

MAHATMA GANDHI



Mr S K Misra, Chairman, ITRHD

The Indian Trust for Rural Heritage and Development was set up in 2011 with the missionary zeal of developing the impact that creative use of heritage assets can have on local economies, especially in regard to heritage tourism and cultural industries (particularly craft development).

In the span of the last thirteen years, the Trust has initiated a number of projects and while many have been completed, we are working on a set of new projects all over the country.

To keep our Patrons, Donors, Well Wishers aware about our activities, we are launching a quarterly newsletter, *Roots*. We would request you to send us your comments and suggestions so that we may incorporate them in our planning.

The Trust runs on funds that we receive from Central and State governments, corporates and individuals and we would appreciate it if you could intervene in this matter. You could refer us to your school alumni, connect us with corporates who have a CSR budget and social associations like Rotary Clubs, and even individuals.

The Trust has also taken the initiative to organise the first ever International Conference on Buddhist Heritage in collaboration with International Buddhist Confederation (Ministry of Culture), Gautam Buddha University, School of Planning and Architecture, Archaeological Survey of India and International Buddhist association of America. The Conference is scheduled to be held in October 2025.

Going forward, the Trust is also planning to set up an institute for training for rural heritage conservation.

In this issue we are uploading some of the major activities that were conducted by the Trust between January and April, 2024.

A Glittering Gathering

Distinguished guests at the gathering.



On the occasion of World Heritage Day, April 18th, the Indian trust for Rural Heritage and Development had organised an event to present the story of Jadhav Kothi, a 20 acre property in Gwalior, surrounded by unplanned urban growth. Jadhav Kothi is a natural and historical property. It has stunning architectural gems and a part houses the Deo Bagh hotel run by the Neemrana Group.

Mr. Amitabh Kant, IAS (Retd.) was the Chief Guest.

A very distinguished audience was welcomed by ITRHD Chairman, Mr S K Misra who reiterated the Trust's commitment to conserve rural heritage which in turn can provide a source of income to the rural population. The World Heritage Day is observed by ITRHD as an occasion to celebrate heritage related activities in all aspects, he said.

Ms Uma Devi Jadhav, representing the Jadhav Family made a passionate case for making Policy Decisions about protecting rural areas full of traditional wisdom from unplanned urbanisation.

Ms Junhi Han, Programme Specialist and Chief of Sector — Culture, UNESCO, spoke about the role of protecting Cultural Heritage being played by UNESCO in India.

Mr Kant in his address spoke about the paradigm shift happening in the world of travel and hospitality where luxury living is getting replaced by heritage and cultural locations. In his view, mass tourism needs to be replaced by value tourism.

He was very appreciative about the property and said he wished he knew of it before the G20 so that it could be the perfect host for a conference of Tourism Ministers of G20 countries. He suggested that ITRHD should present the Jadhav Kothi blueprint to families who own such locations all over the country.

An audio visual presentation along with a talk show was made on the various aspects of the Jadhav Kothi by Mr Sujit Sanyal, Director, ITRHD.

The evening was attended by people connected with heritage, culture, conservation, architecture and the arts.



Ms Uma Devi Jadhav presenting the Jadhav Kothi

Please send us your feedback and suggestions at itrhd.roots@gmail.com by August 15, 2024