



INDIA HERITAGE WALK FESTIVAL

FEBRUARY 2019



24.02 | Art Deco at the Oval Walk, Mumbai



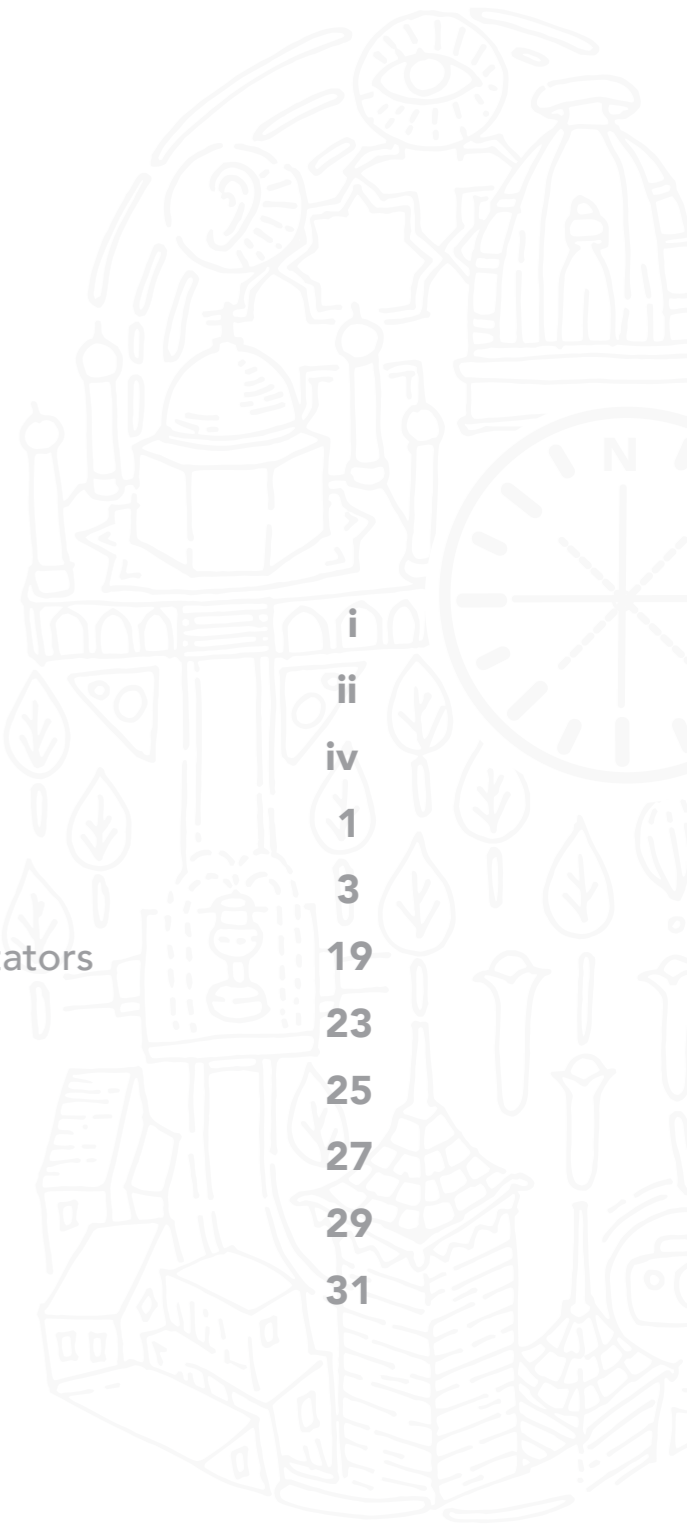
24.02 | It All Started with the Big Bang: A Walk through the Natural Museum, Chandigarh



17.02 | The British Calcutta and World War II, Kolkata

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ABOUT !hiiF

India Heritage Walk Festival

India Heritage Walk Festival (IHWF) 2019, the second edition of the month-long celebration of India's tangible and intangible cultural heritage, was led by Sahapedia in partnership with United Nations Educational, Scientific and Cultural Organization (UNESCO). This year, the festival was supported by National Mineral Development Corporation (NMDC), a state-run mineral producer and explorer. The event's bookings were facilitated by Odigos, an app that makes travel and discovery easier in India.

With its varied line-up, the festival explored the diversity that characterises the cultural fabric of our country, such as, food, heritage, nature, art, architecture, and so on. There were walks, talks, workshops and Instameets across India—covering a broad spectrum of Indian heritage and culture. The festival expanded its reach through the inclusion of

37 cities and 114 events across the country. The programme was curated thematically—ranging from museums, historically significant monuments and markets, to explorations of interesting natural landscapes and areas known for their rich cuisine, and women-oriented narratives. The focus was on encouraging and increasing different forms of engagement with important heritage spaces, while also ensuring that these heritage spaces were made accessible to various audience groups.

These efforts were also specially directed towards those groups for whom engagement programmes in heritage spaces are commonly unavailable, such as children, the differently-abled, and those from economically disadvantaged backgrounds. Sahapedia also curated special walks and events with specific user groups in mind, such as students, travellers, local residents, and professional groups such as photographers, conservationists, and so on. Through the festival, Sahapedia and UNESCO aimed to highlight these issues for other institutions in the culture space, and emphasise the need to make heritage spaces more interesting and inclusive.

As a part of the closing ceremony and to celebrate another successful edition of the festival, artists Rana Pratap Senger and Rajesh Kumar performed Dastan-e-Chouboli at the Roseate House, New Delhi, on February 28. The evening was graced by more than 50 guests from the cultural and allied fields.

FOREWORD

The present is a gift of the past. Our cultural heritage defines our identities, and is pivotal in connecting communities. The India Heritage Walk Festival was initiated by Sahapedia to enable enthusiasts to delve deeper into the broad and diverse spectrum of India's cultural legacy, by exploring heritage in novel ways. In its first edition, the festival emerged as a platform to bring together historians, aestheticians, artists and culture experts from around the country into a conversation about heritage.

With the second edition of the festival, our vision was to reach out to various sections of the population and provide unique ways for people to engage with heritage. Specially designed walks for underprivileged and specially-abled groups were curated, in keeping with Sahapedia's vision of inclusiveness for all. Collaborating with organisations and individuals from around the country, the second edition of the festival expanded its scope to tier-2 and tier-3 cities, creating local partnerships at the grassroots level.

Dialogues, exchanges and discussions around aspects of culture were encouraged through our series of Baithaks. The festival

also brought into its fold global audiences, through social media activity fora.

We are glad that the second edition of the festival has generated deeper interest about Indian culture, while discovering new ways of exploring and appreciating it. Enthusiastic involvement by people across the country is proof of the fact that there is a need to engage more actively with our cultural pasts in the contemporary scenario.

We are thankful to our partners and supporters—United Nations Educational, Scientific and Cultural Organization (UNESCO), National Mineral Development Corporation (NMDC) and Bird Group, for upholding this collective vision. I hope that the festival will continue to inspire people to experience Indian heritage in a variety of ways.

Dr Sudha Gopalakrishnan

**MENTOR,
INDIA HERITAGE WALK FESTIVAL**

FOREWORD

Heritage sites are reflections of our magnificent history, cultural traditions and ancestry.

To be able to see them, experience them, learn more about them from an expert, and participate in an interesting exchange of thoughts and knowledge—especially in the august company of those who appreciate culture—is indeed a privilege. India Heritage Walks do exactly that. During these walks, besides historical facts, one also explores emotional ties with a place, its timeless traditions, practices, beliefs and values associated with its heritage.

Over the years, understanding of heritage in India has gradually evolved from mere protection of historic monuments to that of preservation and showcasing of various art forms. The Bird Group is committed to celebrating India's heritage and artistic traditions, and developing sustainable tourism with a stronghold in the travel industry. In our quest to make Indian art and culture inclusive and interactive, Bird Group supports Sahapedia for their 2nd edition of India Heritage Walk Festival (IHWf) 2019. Odigos by Bird Group, which aims to streamline guided tour experiences of

travelers, will play the role of a tech-enabler for Sahapedia's IHWf bookings.

The Bird Group has also recently signed an MoU with the Ministry of Tourism, Government of India, for its audio-guide app 'Audio Odigos' under the 'Adopt a Heritage' project of Government of India, which will further enhance the experience of heritage tourism. Our association with Sahapedia brings us a step closer to achieving our vision.

Dr Ankur Bhatia

**EXECUTIVE DIRECTOR,
BIRD GROUP**

PREFACE

Even though built heritage is all around us, in our busy daily lives we often miss out on connecting with our cultural environment. With a vision to address this lacuna, the second edition of the India Heritage Walk festival focused on being interactive and immersive. Sahapedia collaborated with organisations and experts across 37 cities in India, to curate walks and craft experiences that would sensitise and inspire people to engage deeply with their cities, towns, monuments and histories. The plurality of Indian cultural heritage can only be experienced through a diverse approach. This edition of the festival explored a wide range of themes and styles for the walks and talks, combining elements of story-telling, food-tasting, poetry, photography, discussions and more. This creative approach resonates with Sahapedia's vision to democratise access to local history and culture.

While the scope of the festival expanded in terms of themes, types of walks and geographies, it also brought culture closer to communities and groups that may otherwise not get enough opportunities to experience heritage in such ways. With a focus on making the festival more inclusive and facilitating easier access to heritage sites, the second

edition of the India Heritage Walk Festival featured a series of guided trails, titled 'Anubhuti', designed for persons with disabilities and those from economically or socially disadvantaged backgrounds.

The festival also explored various formats and forums like Instameets, panel discussions, and performing arts. The festival concluded in Delhi with an immersive session of the dastangoi tradition of Urdu story-telling, underscoring the importance of intangible culture with an art form that has witnessed a major revival in the recent past.

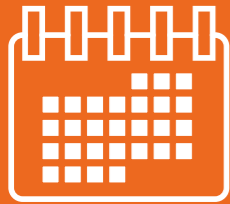
With a presence across the country and the inclusion of more than 17 tier-2 and tier-3 cities, the festival is emerging as one of the largest growing networks of heritage walks in the country. Along with our collaborators, partners and supporters—United Nations Educational, Scientific and Cultural Organization (UNESCO), National Mineral Development Corporation (NMDC) and Bird Group, we hope to see the festival develop into an integral part of the cultural calendar of the country, bringing together ideas, experiences and exchanges around culture.

Vaibhav Chauhan

**DIRECTOR,
INDIA HERITAGE WALK FESTIVAL**

IHWF 2019

AN OVERVIEW



28

DAYS



22

STATES+UT



37

CITIES



9

THEMES



2000+

PARTICIPANTS



40+

PARTNERS



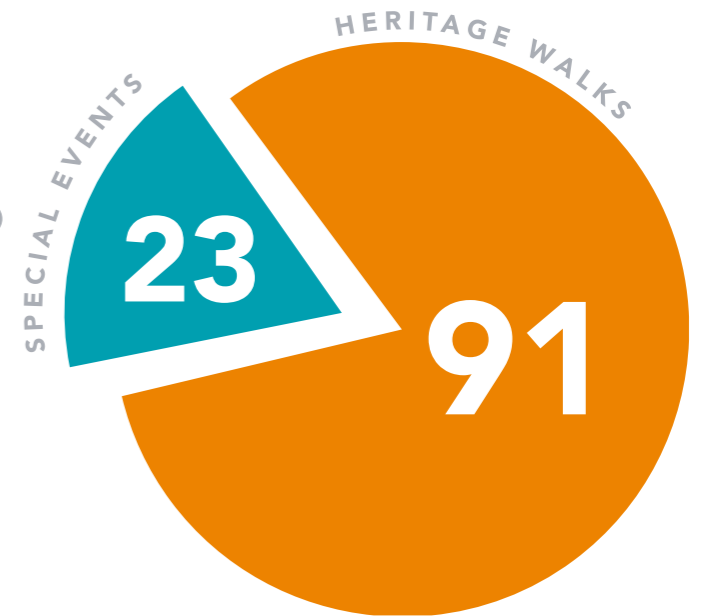
78

WALK LEADERS



114

EVENTS



2cr+

MEDIA VALUE



130+

ARTICLES



1.08m

IMPRESSIONS

EVENT SCHEDULE

HERITAGE WALKS



- | | | |
|-------------------------------|---------------------------|-----------------------|
| Agra
UTTAR PRADESH | Ahmedabad
GUJARAT | Mumbai
MAHARASHTRA |
| Amritsar
PUNJAB | Ajmer
RAJASTHAN | Nagpur
MAHARASHTRA |
| Chandigarh
UT | Baroda
GUJARAT | Nashik
MAHARASHTRA |
| Delhi
UT | Bharuch
GUJARAT | Pune
MAHARASHTRA |
| Leh
JAMMU AND KASHMIR | Goa
UT | Udaipur
RAJASTHAN |
| Lucknow
UTTAR PRADESH | Bikaner
RAJASTHAN | |
| Prayagraj
UTTAR PRADESH | Jaipur
RAJASTHAN | |
| Shimla
HIMACHAL PRADESH | Jodhpur
RAJASTHAN | |
| Varanasi
UTTAR PRADESH | | |
| Itanagar
ARUNACHAL PRADESH | Bengaluru
KARNATAKA | |
| Bhubaneswar
ODISHA | Chennai
TAMIL NADU | |
| Guwahati
ASSAM | Hyderabad
TELANGANA | |
| Kolkata
WEST BENGAL | Kochi
KERALA | |
| Patna
BIHAR | Puducherry
UT | |
| Shillong
MEGHALAYA | Secunderabad
TELANGANA | |
| Gwalior
MADHYA PRADESH | | |
| Orchha
MADHYA PRADESH | | |
| Raipur
CHHATTISGARH | | |



 Reviewed 16 February 2019 via mobile
Exploring folklores at Itanagar's Geker Sinyi
I'm happy to be a part of this walk along with our history department HoD and Asst. Professor Sir Duli Ete and my classmates. It was helpful to us learning about the unknown tales that are connected to the lake. Thanks to our walk guide Sir Duli Ete and would love to be a part of this walk in future.

 Madhuri Katti reviewed India Heritage Walk Festival — 1 March 2018
It was a wonderful experience to be part of Sahapedia's India Heritage Walk Festival. Finally, I explored the lanes and by-lanes of Cheenapara (Old China Town) along with fellow enthusiasts on the Chinese New Year day. It was best time of the year to meet community members while they celebrated the new year. Deepanjan Ghosh, Rangan Da and Rinkoo Showmick were the best guides for the walk. Deep (Deepanjan) regaled us with the historic facts and anecdotes while Rangan Da added valuable inputs. It was a very memorable experience. We must sensitize people of the historic legacy we have and ensure the place is well-maintained and restored. I look forward for more such experiences.

Bhubaneswar

- 03.02 Uncovering the Mysteries of the Vaital Temple
17.02 Udayagiri - Decoding the Unknown Tales of the Sunrise Hill

Guwahati

- 02.02 A Walk Through the Late 19th and Early 20th Century Architectural Landscape of Guwahati City

Itanagar

- 16.02 Exploring Folklores at Itanagar's Gyakar Sinyik

Kolkata

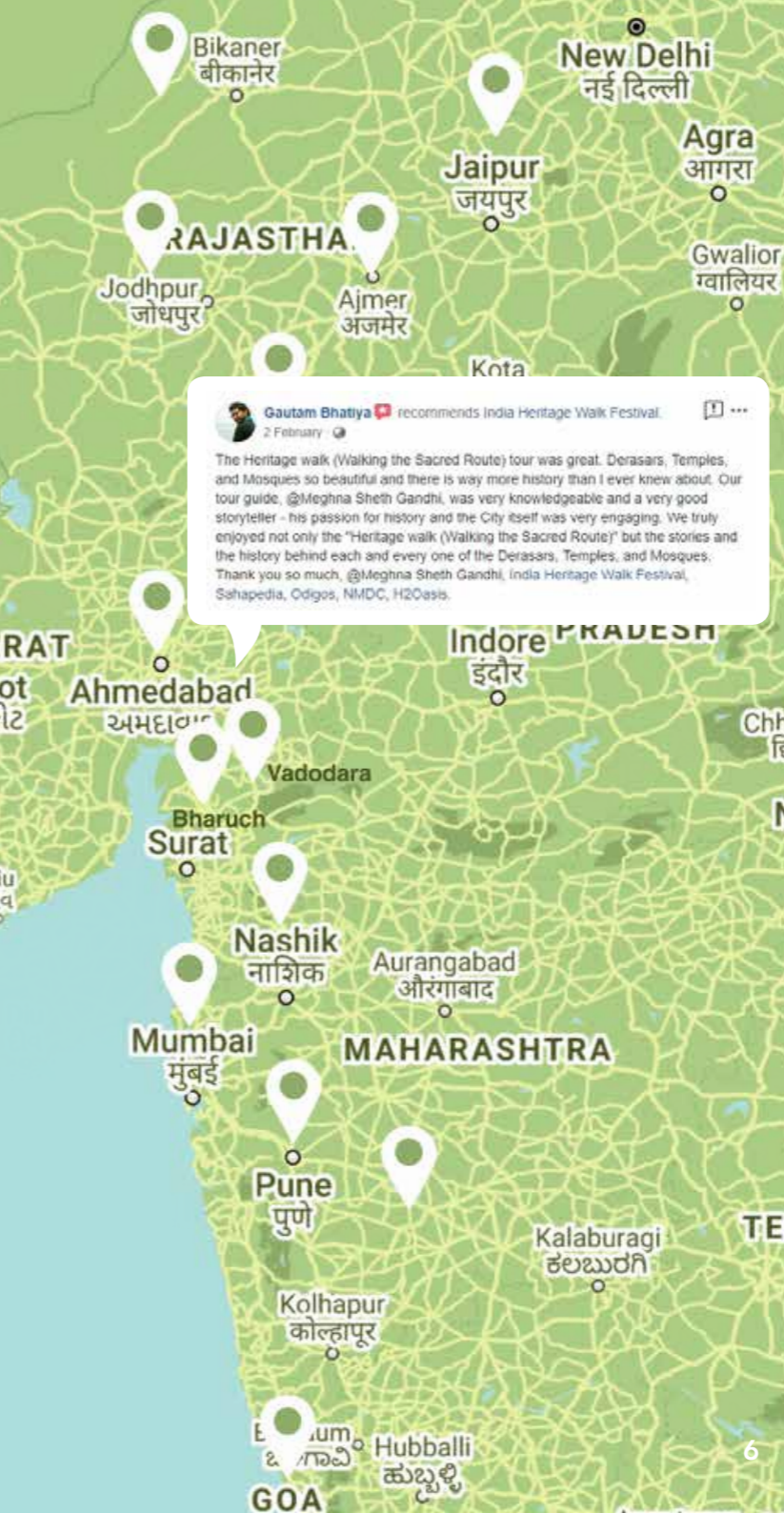
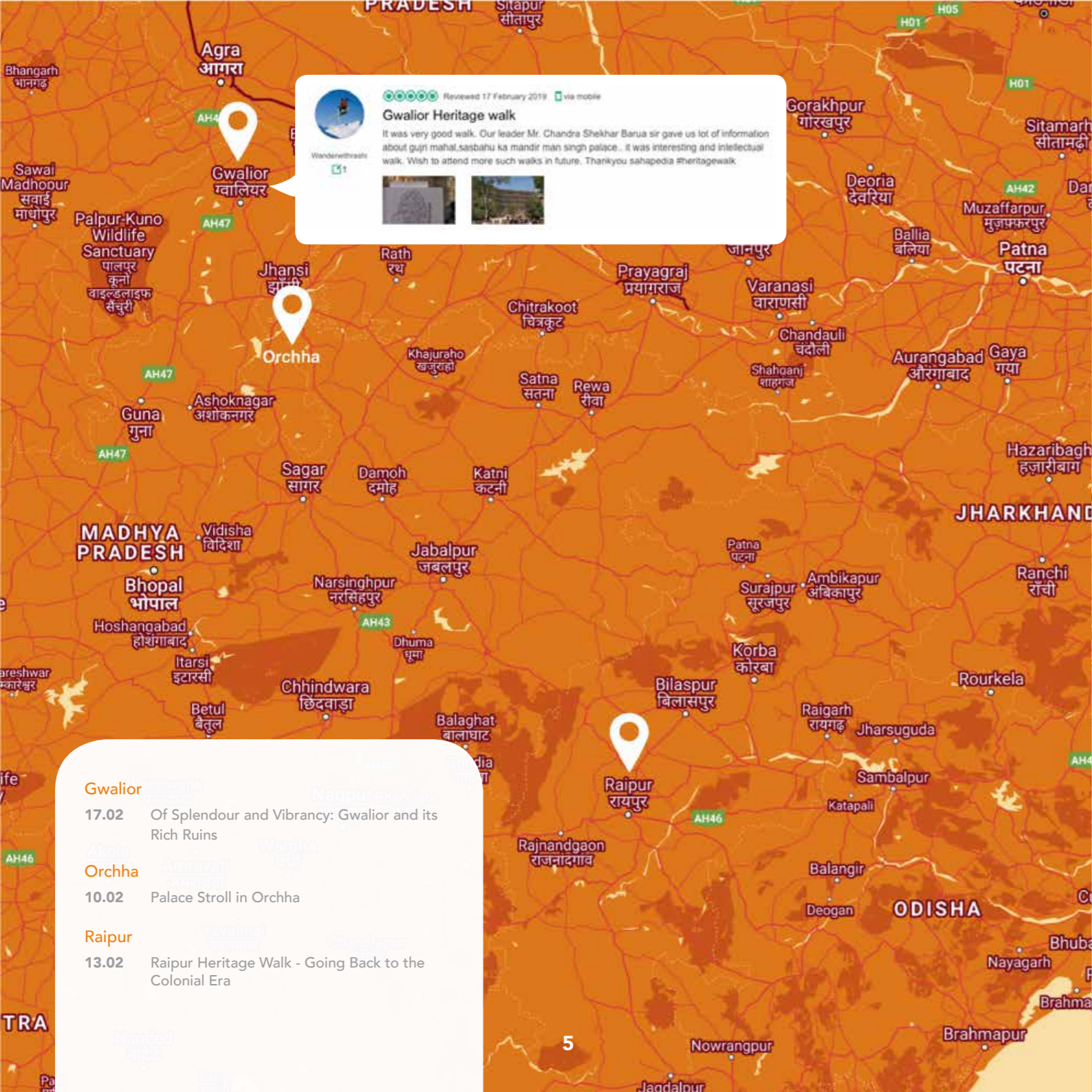
- 02.02 From the Canvas of the Past: An Art Walk at the Victoria Memorial
03.02 Chinese Establishments in Calcutta: A Walk around Chinapara
05.02 Confluence of Cultures: Bow Barracks to Burrabazar
10.02 Discovering the Heritage of Shovabazar and Kumortuli
10.02 India's Oldest Chinatown Walk
17.02 The British Calcutta and World War II Walk

Patna

- 10.02 A Heritage Trail to Darbhanga House
17.02 Patna Heritage Walk – Reminiscing the 19th Century

Shillong

- 03.02 Nature Walk to Mawlongbna Fossil Park
17.02 Visiting Don Bosco Centre for Indigenous Cultures





- Agra**
- 03.02** A Walk to Sikandra - Emperor Akbar's Tomb
 - 09.02** The Tomb of I'timad-ud-Daulah: The Final Devotion of a Daughter
 - 10.02** Story of Spices: A Curated Food and Cultural Tour of Agra
 - 16.02** Lens and Tales: A Photo Walk through the Lanes of Old Agra

- Amritsar**
- 16.02** Witnessing the Glorious Past of Gobindgarh Fort
 - 17.02** A Heritage Walk in the Old Walled City of Amritsar

- Chandigarh**
- 10.02** The Creation of History: A Museum Walk at Maison Pierre Jeanneret
 - 17.02** Sensual to Spiritual: Women in Indian Art
 - 24.02** It all Started with the Big Bang: A Walk through the Natural History Museum

- Delhi**
- 02.02** Of Spice, Sugar and Spittoons: Stories of Khari Baoli
 - 03.02** Purana Qila: A journey through the Sixth City of Delhi
 - 05.02** The Hidden Gems of the Mughal Period
 - 09.02** Seeking Colour and Form on the Street
 - 09.02** Studying Lodi Gardens As Repositories Of Memory And Identity
 - 10.02** Jahanpanah: Exploring a Lost City
 - 10.02** Green India Clean India Walk - Exploring Mountains in Delhi at Okhla with Adults
 - 17.02** Walking with the Djinn- Feroz Shah Kotla
 - 23.02** Of Queens and Concubines – The Mughal Harem of the Red Fort
 - 23.02** The Old City and its Antique Charms
 - 24.02** An Artisanal Walk: Designs and Dyes

- Lucknow**
- 10.02** A Heritage Walk in Old Lucknow
 - 17.02** The Garden Palace of Lucknow: Qaiser Bagh

- Leh**
- 28.02** Old Town Leh walk

- Prayagraj**
- 17.02** Trailing the Churches of Allahabad: The Colonial Capital of Uttar Pradesh

- Shimla**
- 17.02** Glimpses of Shimla's Architecture and Scenic Beauty – Walk the Mall Road

- Varanasi**
- 02.02** Visiting Varanasi's Lesser Known Heritage Sites
 - 17.02** Kardameshvara Temple - The Oldest Living Temple of Varanasi

- Bengaluru**
- 17.02** Revisiting the Forgotten Heritage of Pete
 - 24.02** Down the Memory Lane - Walking through Historical Malleshwaram

- Chennai**
- 02.02** Story of an Ancient Town - Mylapore
 - 03.02** The Old-World Charm of Triplicane
 - 23.02** Discover the Alleys of Royapettah

- Hyderabad**
- 03.02** Tales of Golconda's Final Siege and Fall
 - 03.02** The Sufi Walk at Dargah Yousufain Sharifain
 - 10.02** Chowmahalla Palace - A Walk through Nostalgia
 - 17.02** Hidden Sufi Pearls of Aghapura
 - 24.02** Following the Historical Road to Naubat Pahad

- Kochi**
- 03.02** 500 Years of the Kochi Fort: Going Down the Memory Lane
 - 10.02** Mattancherry - The Melting Pot of Cultures
 - 16.02** The Making of Fort Kochi
 - 17.02** Tracing the Journey of Ernakulam Town in Modern Times

- Puducherry**
- 02.02** Rediscovering the South Indian Bronze Collections of Pondicherry
 - 09.02** Scouting Through the Sacred Spaces of Pondicherry

- Secunderabad**
- 03.02** A Sufiana Safar to Moula Ali
 - 10.02** Revisiting the Historic Churches of Secunderabad



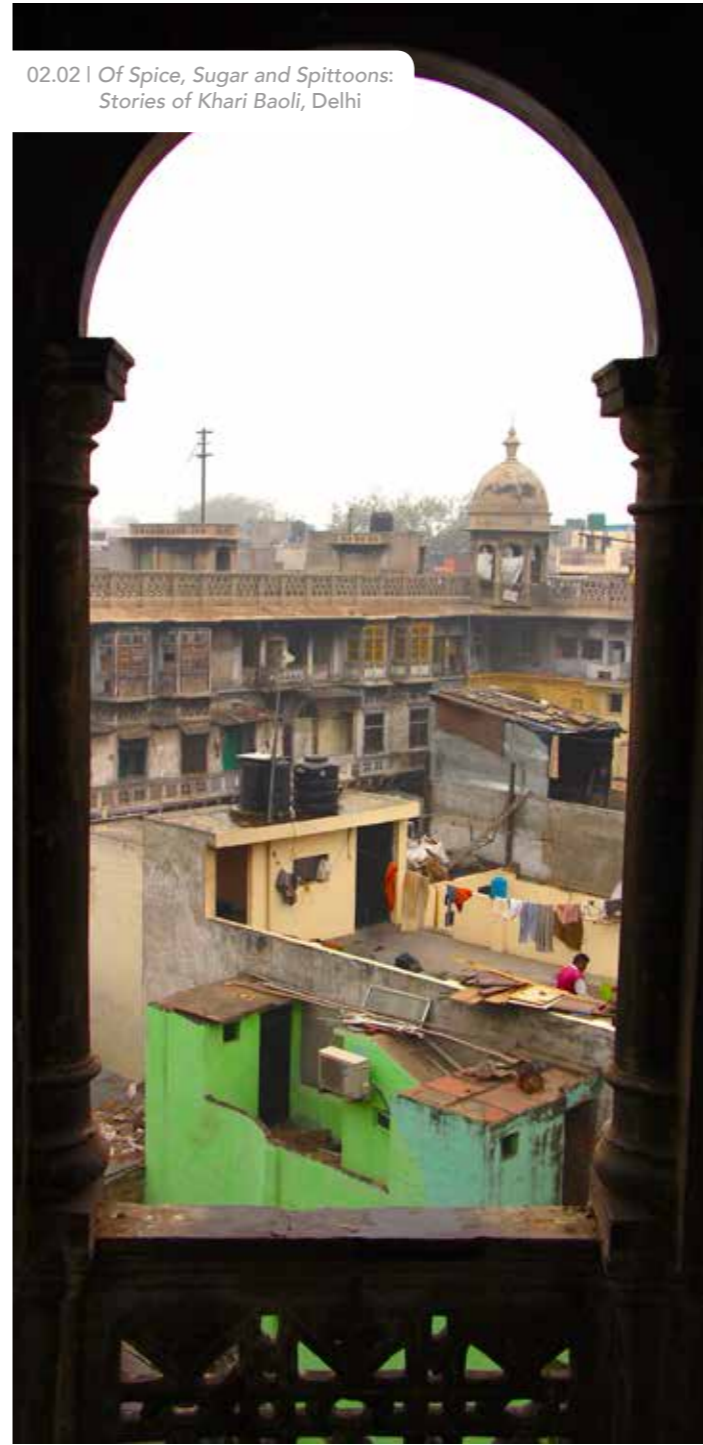
17.02 | *The British Calcutta and World War II, Kolkata*



10.02 | *Chowmahalla Palace: A Walk Through Nostalgia, Hyderabad*



02.02 | *Of Spice, Sugar and Spittoons: Stories of Khari Baoli, Delhi*



10.02 | *Discovering the Heritage of Shovabazar and Kumortoli, Kolkata*



24.02 | *Down the Memory Lane: Walking through Historical Malleshwaram, Bengaluru*



EVENT SCHEDULE

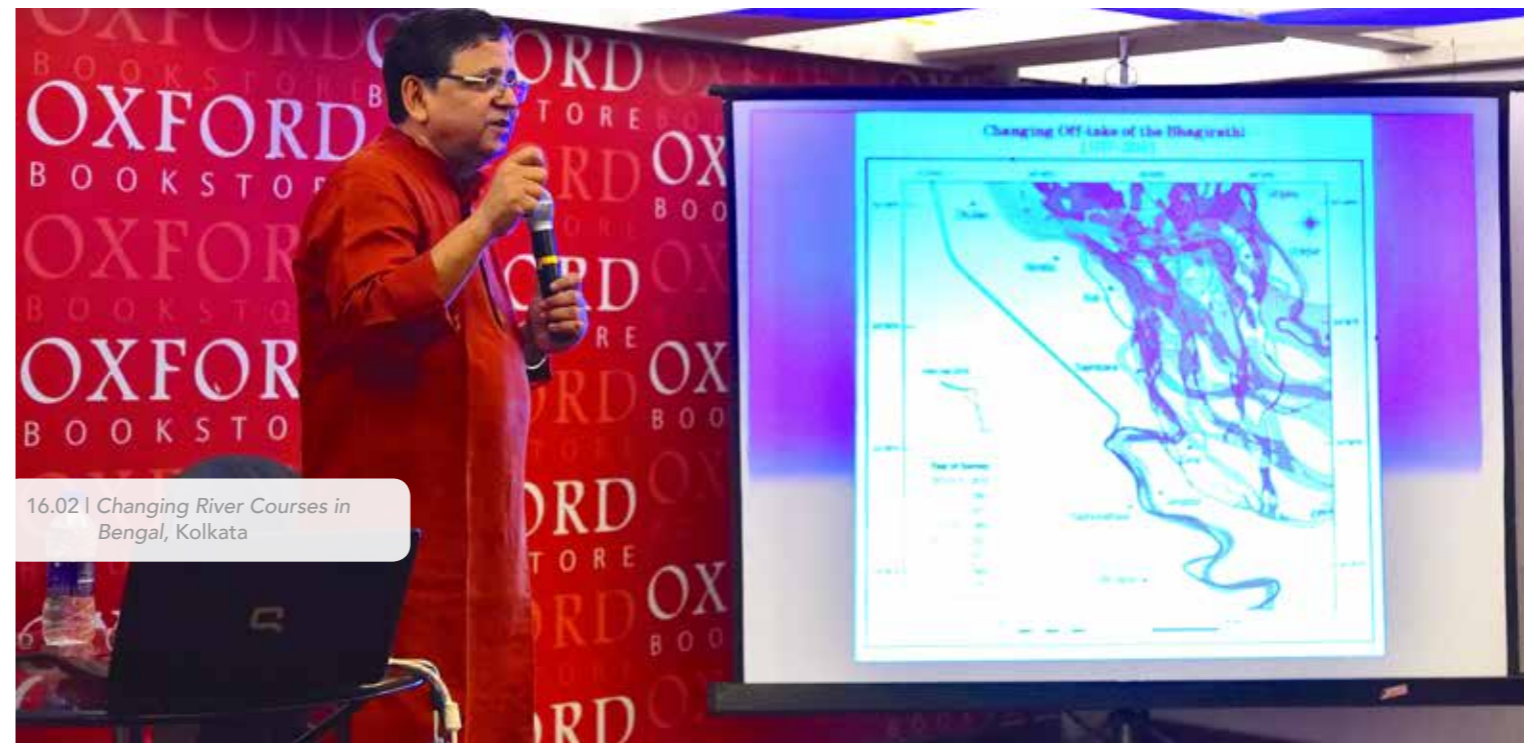
BAITHAKS

- Delhi**
03.02.2019 *Looking for Shahid*
Manash Firaq Bhattacharjee, Nishat Zaidi, Manan Kapoor
- Delhi**
09.02.2019 *Early Indians: The Story of Our Ancestors and Where We Came From*
Tony Joseph
- Delhi**
23.02.2019 *Stories of Akbar and Jahangir*
Parvati Sharma
- Ahmedabad**
09.02.2019 *Ahmedabad: City with a Past*
Esther David
- Kolkata**
16.02.2019 *Changing River Courses in Bengal*
Rudra Kalyan
- Guwahati**
16.02.2019 *A Visual History of Printing in Assam*
Dr Raj Kumar Mazinder
- Kolkata**
23.02.2019 *Space, Community and Heritage in Kolkata's Grey Town*
Supriya Chaudhari
- Guwahati**
23.02.2019 *Sculptural Heritage of Ancient Pragjyotishpur*
Dr Manjil Hazarika
- Kochi**
08.02.2019 *Shattered and Chiselled*
Vinu V.V. in conversation with M.R. Renukumar
- Kochi**
19.02.2019 *Sustainable Tourism and Participatory Heritage Conservation*
Sumesh Mangalassery

09.02 | *Early Indians: The Story of Our Ancestors and Where We Came From, Delhi*



23.02 | *Stories of Akbar and Jahangir, Delhi*



16.02 | *Changing River Courses in Bengal, Kolkata*

EVENT SCHEDULE

SPECIAL EVENTS

Anubhuti
SPECIALLY DESIGNED EXPERIENCES

For persons with disabilities

Bhubaneswar
03.02.2019
3:00 PM

*Experiencing the Kalinga Temple
Architectural Style at Mukteswara Temple*
Facilitated by: Nituranjan Dash
Partnered with: CYSW

Kolkata
21.02.2019
12:00 Noon

Engaging with the Nehru Children's Museum
Facilitated by: Swati Mishra
Partnered with: The Makers Collaborative, Hope Foundation

Mumbai
18.02.2019
10:00 AM

Gilbert Hill - Only 66 Million Years Old
Facilitated by: Siddhant Shah
Partnered with: Access For All

For underprivileged children

Delhi
14.02.2019
10:00 AM

Understanding Organic Farming with Upcycling Waste Material
Facilitated by: Ashim Bery
Partnered with: Sweccha

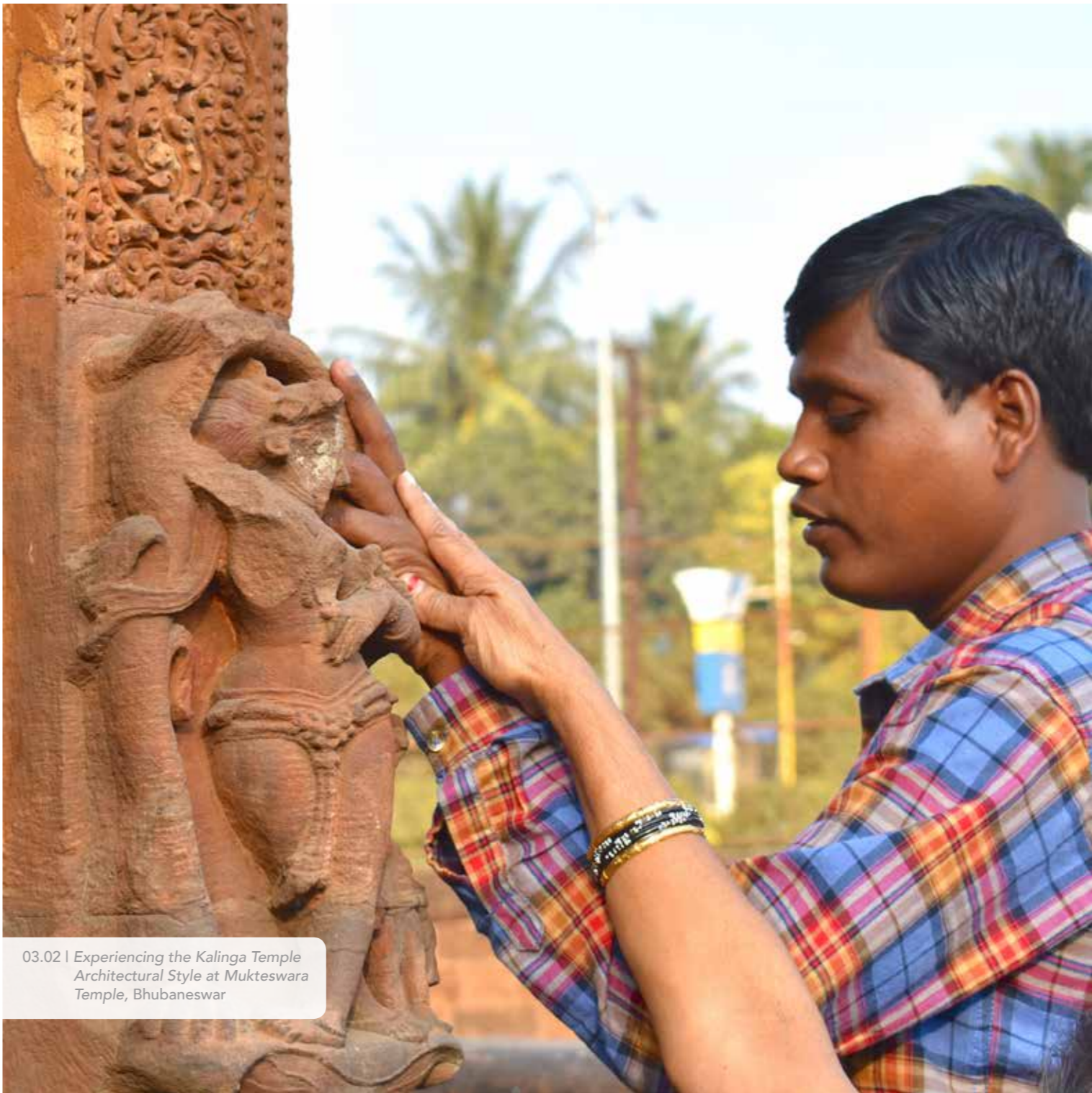
Shillong
16.02.2019
9:00 AM

Exploring the Don Bosco Museum
Facilitated by: Naphi Lyngdoh
Partnered with: St. John Bosco School, Sohra

Delhi
14.02.2019
10:00 AM

*Exploring the History of Modern India at the Rashtrapati Bhavan
Museum*
Facilitated by: Shashank Gupta

03.02 | Experiencing the Kalinga Temple
Architectural Style at Mukteswara
Temple, Bhubaneswar



Workshops

Delhi

08.02.2019
3:00 PM

Storyfic: Interactive Mythological Storytelling Workshop
Facilitated by: Sundeep and Ruchi
Partnered with: Cobalt Blue Foundation Inc

Ahmedabad

16.02.2019
10:00 AM

Mata Ni Pachedi - A Hands-on Workshop
Facilitated by: Medha Shah

Kolkata

24.02.2019
11:00 AM

Animals and Birds in Science and Arts at Indian Museum
Facilitated by: Swati Mishra
Partnered with: The Makers Collaborative

Bengaluru

24.02.2019
10:00 AM

Styles within Style - Devanagari Calligraphy
Facilitated by: Pradnya Naik



16.02 | Mata Ni Pachedi: A Hands-on Workshop, Ahmedabad



10.02 | Visualising Street Art: Discovering Lodhi Art District, Delhi

Instameets

Delhi

10.02.2019
9:30 AM

Visualising Street Art: Discovering Lodhi Art District
Facilitated by: Gaurav Raturi
Partnered with: Great Walls of India

Kolkata

17.02.2019
7:00 AM

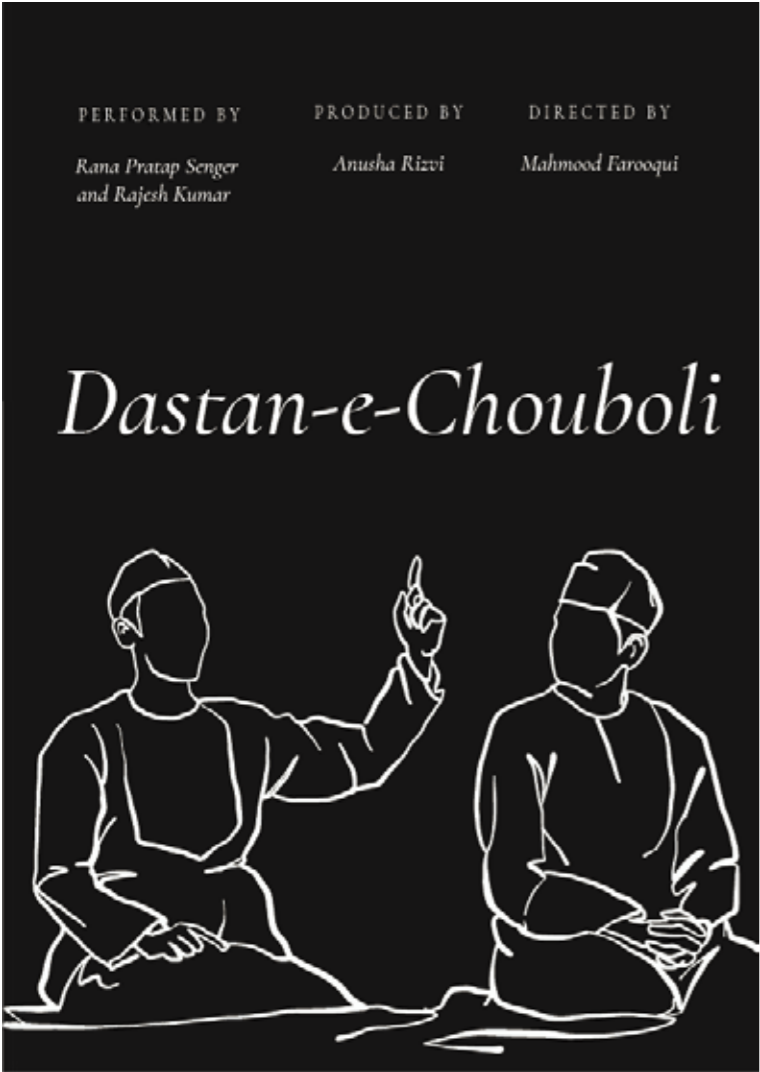
Amongst the Ghats and Flowers
Facilitated by: Manjit Singh Hoonjan
Partnered with: Calcutta Photo Tours



24.02 | Animals and Birds in Science and Arts at Indian Museum, Kolkata

CLOSING CEREMONY

DASTANGOI PERFORMANCE



Dastan-e-Chouboli is an adaptation of Vijaydan Detha’s version of a Rajasthani folktale. Princess Chouboli has vowed that she will only marry a man who can make her speak four times in one night. 17 times 24 princes have tried and failed and are now rotting in the dungeons, grinding fodder for horses. A brave and valiant Thakur, who shoots 108 arrows through his wife’s nose-ring every day, wishes to try his luck. What happens to him? How will Chouboli be won? Containing a story within a story within a story, some of them pan-India favourites, Dastan-e-Chouboli is a funny, bitter, sarcastic and lyrical take on Indian life.

28.02 | *Dastan-e-Chouboli* performed by Rana Pratap Senger and Rajesh Kumar



WALK LEADERS

SPEAKERS AND FACILITATORS



AR Banerjee



Alisha Sadikot



Amit Ranjan



Amita Sharma



Amitabha Gupta



Amol Wanjari



Anal Jha



Anand Kumar



Aniket Gadhave



Ansaar Dewan



Anthony Thommen



Archit Maheshwari



Archana Sharma



Ashim Bery



Ashwini Nawathe



Avita Khawas



Balagopal CK



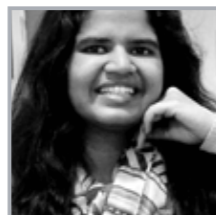
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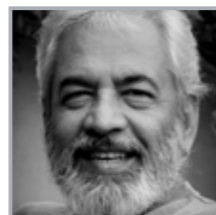
Debika Mondal



Dhara Mayavat



Diksha Goel



Dinesh Khanna



Dron Patel



Duli Ete



Dushyant Chauhan



Esther David



EP Unny



Iftekhar Ahsan



Gaurav Raturi



Gagandeep Aujla



Gopal Singh Chouhan



Haseeb Jafferi



Hemant Joshi



J Sundararaman



Jitendra Kumar



Johann Kuruvilla



Jyoti J Khemka



Jyoti Shukla



Karil Soral



Kavita Gupta



Kshitija Pande



Lata Iyer



Lubna Rafiq



MR Renukumar



Malay Mandal



Manan Kapoor



Mandira Neware



MF Bhattacharjee



Manjit Hoonjan



Manjil Hazarika



Medha Shah



Meghna Sheth



Mrigtrishna Rathore



Mohit Gupta



Naphibahun Lyngdoh



Naved Zia



Neethu Matthew



Nituranjan Das



Nityaa Iyer



Payal Vig



Stuti Mishra



Sujatha Balakrishnan



Sukrit Sen



Sundeep



Supriya Shelar



Supriya Chaudhuri



Parvati Sharma



Poorvi Jhavar



Pradnya Naik



Prakash Rathod



Priya Poddar



Ramachandra



Sumesh Mangalasseri



Suruchi Khubchandani



Swapna Joshi



Swati Mishra



Tahir Ahmed



Tahaer



Rajkumar Mazinder



Reeti Roy



Rohit Sanatani



Ruchi



Rudra Kalyan



Saloni Jaiswal



Tashi Morup



Tathagata Neogi



Tejashree Lakras



Tony Joseph



Urvashi Chudawala



Varun Hegde



Sanket Bhatt



Samayita Banerjee



Sawan Yadav



Shadab Hassan Khan



Shaikh Sohail



Shashank Gupta



Venu VV



Yunus Lasania



Nishat Zaidi



Shivani Gupta



Siddhant Shah



Sneha Nagarkar



Sonali Jaiswal



Soumyadeep Roy



Sourabh Marathe

GIVEAWAYS

FROM IHWF 2019



courtesy:
@wanderwithrashi
on TripAdvisor



SOCIAL MEDIA

ENGAGEMENTS AND IMPRESSIONS



FACEBOOK



44k+

FOLLOWERS



24k

AVERAGE POST
IMPRESSIONS

284k

PAGE VIRAL
IMPRESSIONS

351k

POST
IMPRESSIONS

710k

EVENTS
IMPRESSIONS



TWITTER

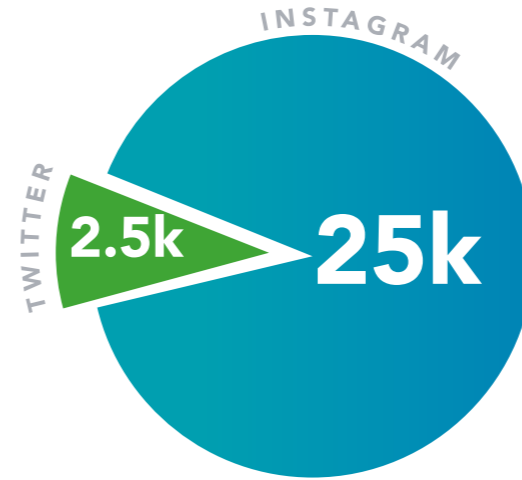


INSTAGRAM



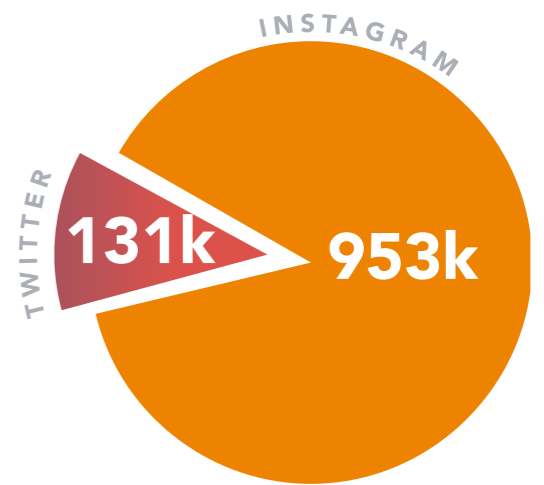
17k

AVERAGE IMPRESSION
for posts containing #thinkheritage



25.5k

AVERAGE IMPRESSIONS
PER DAY



1.08m

TOTAL IMPRESSIONS

TWITTER CONTEST WINNERS



RASDY KHANNA, BENGALURU



HITESH TALVI, UDAIPUR



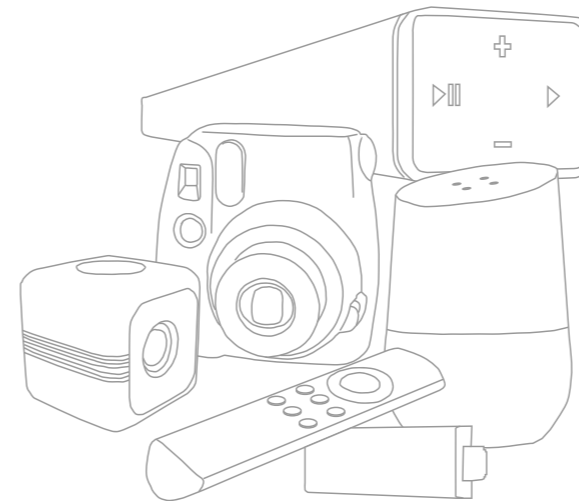
SALONI SHARMA, ODISHA



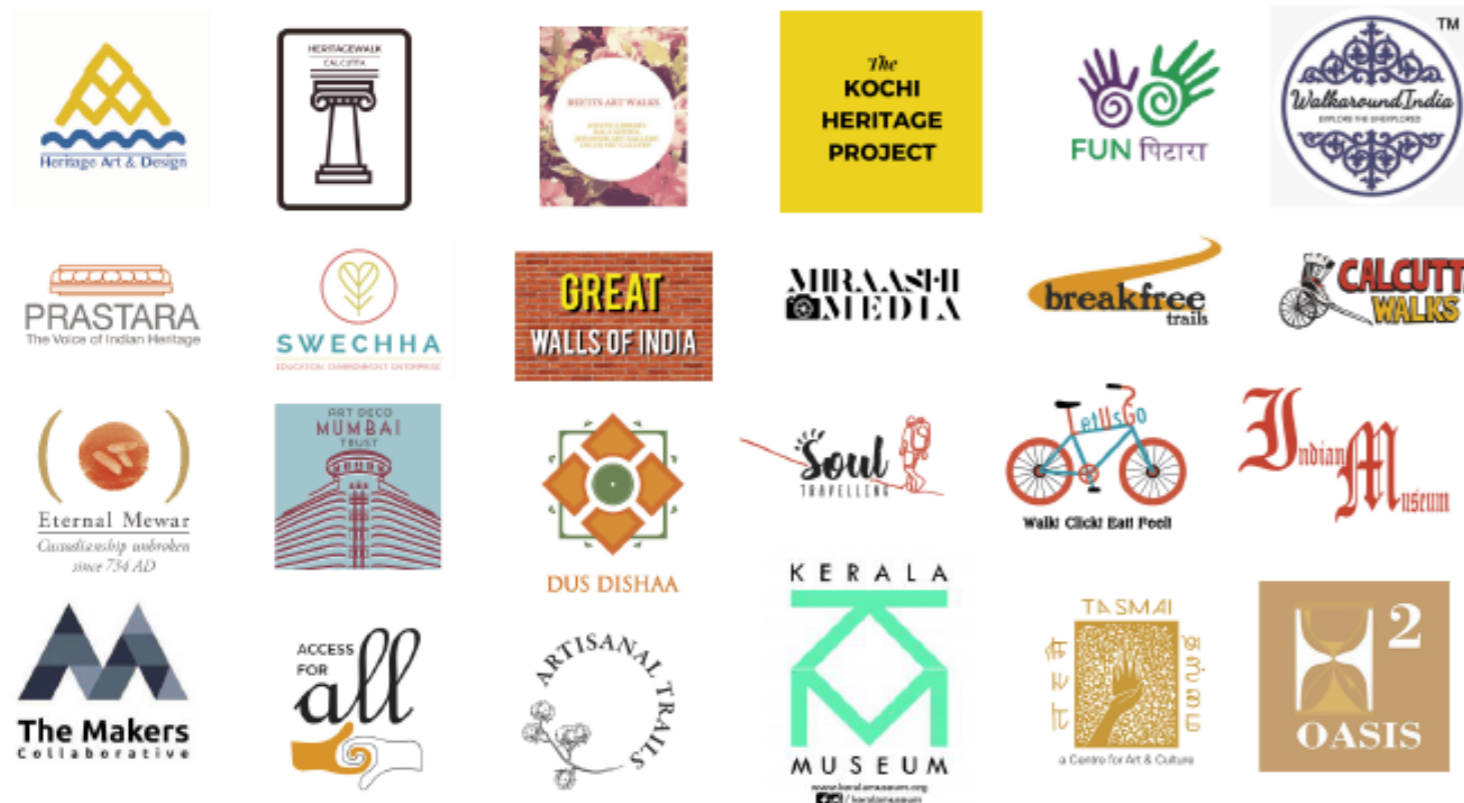
SALIM AHMED, LEH



PRABIR TALUKDAR, GUWAHATI



PARTNERS



FESTIVAL TEAM

FESTIVAL MENTOR

Sudha Gopalakrishnan

FESTIVAL DIRECTORS

Vaibhav Chauhan, Neha Paliwal

FESTIVAL OUTREACH HEAD

Ela Gupta

FESTIVAL MANAGER

Shweta Keshri

PROGRAMME CURATORS

Walks: Moby Sara Zachariah, Mrinal Sony, Priya Poddar

Special Programs: Soniya Kanchan, Priya Poddar

Baithaks: Rahul Yadav, Shweta Keshri

DESIGN TEAM

Bhavya Kumar, Pratyush Kashyap

SOCIAL MEDIA MANAGEMENT

Soniya Kanchan, Rahul Yadav

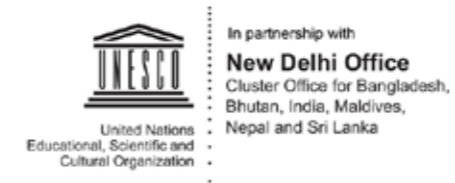
WEBSITE TEAM

Dharmendra Sharma, Amit Kumar Aman

FINANCE TEAM

Ram Krishna Banerjee, Deepak Kumar, Laxmi

PARTNERED WITH



SUPPORTED BY



BOOKINGS POWERED BY



PRINT PARTNER



PR AGENCY





India Heritage Walk Festival

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