

## **2. World Heritage Site Certificate to Jaipur**

**Prelims Level:** Indian Heritage and Culture

**Mains Level:** GS-I Indian culture will cover the salient aspects of Art Forms, Literature and Architecture from Ancient to Modern Times.

### **Why in News?**

- The Chief Minister of Rajasthan has recently decided to dedicate the UNESCO world heritage site certificate for Jaipur to the people.
  - ✓ The walled city of Jaipur, famous for its grid plan-based architecture and buildings constructed with the pink facade, was declared a world heritage site by UNESCO in 2019.
  - ✓ Jaipur has become the second city of the country after **Ahmedabad** to get the recognition of the World Heritage Site.
  - ✓ The government has also decided to release a brochure on “Intangible Heritage Promotion Project”.

### **Intangible Heritage Promotion Project:**

- It is signed between the Tourism Department of Rajasthan and UNESCO with the objective of developing 10 new cultural tourism destinations in the State.
- It would be implemented during the next three years.
- It will directly benefit about 1,500 artists in the districts such as Jodhpur, Barmer, Jaisalmer and Bikaner, known for folk music and Traditional Handicrafts.

### **About Jaipur:**

- It was founded in 1727 AD by the then Kachwaha Rajput ruler of Amber, Sawai Jai Singh II. The city was established on the plains and built according to a grid plan interpreted in the light of Vedic architecture.
- The city's urban planning shows an exchange of ideas from ancient Hindu and modern Mughal as well as Western cultures.
- Designed to be a commercial capital, the city has maintained its local commercial, artisanal and cooperative traditions to this day.
- The iconic monuments in the city include the Govind Dev temple, City Palace, Jantar Mantar, Hawa Mahal etc.