INDIA HERITAGE WALK FESTIVAL
FEBRUARY 2019
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the walk</td>
<td>i</td>
</tr>
<tr>
<td>Foreword</td>
<td>ii</td>
</tr>
<tr>
<td>Preface</td>
<td>iv</td>
</tr>
<tr>
<td>1. Event Statistics</td>
<td>1</td>
</tr>
<tr>
<td>2. Event Schedule</td>
<td>3</td>
</tr>
<tr>
<td>3. Walk Leaders, Speakers, and Facilitators</td>
<td>19</td>
</tr>
<tr>
<td>4. Giveaways</td>
<td>23</td>
</tr>
<tr>
<td>5. Social Media Engagement</td>
<td>25</td>
</tr>
<tr>
<td>6. Coverage</td>
<td>27</td>
</tr>
<tr>
<td>7. Partners</td>
<td>29</td>
</tr>
<tr>
<td>8. Festival Team</td>
<td>31</td>
</tr>
</tbody>
</table>
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.


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

2cr+ MEDIA VALUE
130+ ARTICLES
1.08m IMPRESSIONS

114 EVENTS
23 HERITAGE WALKS
10 Baithaks
6 Anubhuts
1 Performance (Dastangoi)
2 Instameets
4 Workshops
<table>
<thead>
<tr>
<th>Event Description</th>
<th>City/State</th>
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<tbody>
<tr>
<td>Uncovering the Mysteries of the Vaital Temple</td>
<td>Bhubaneswar</td>
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<td>Udayagiri - Decoding the Unknown Tales of the Sunrise Hill</td>
<td>Guwahati</td>
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<tr>
<td>A Walk Through the Late 19th and Early 20th Century Architectural Landscape of Guwahati City</td>
<td>Itanagar</td>
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<td>Exploring Folklores at Itanagar’s Gyakar Sinyik</td>
<td>Itanagar</td>
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<td>From the Canvas of the Past: An Art Walk at the Victoria Memorial</td>
<td>Kolkata</td>
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<td>Chinese Establishments in Calcutta: A Walk around Chinapara</td>
<td>Kolkata</td>
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<tr>
<td>Confluence of Cultures: Bow Barracks to Burrabazar</td>
<td>Kolkata</td>
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<tr>
<td>Discovering the Heritage of ShUVv-v and Kumortuli</td>
<td>Kolkata</td>
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<td>India’s Oldest Chinatown Walk</td>
<td>Kolkata</td>
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<tr>
<td>The British Calcutta and World War II Walk</td>
<td>Kolkata</td>
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<tr>
<td>A Heritage Trail to Darbhanga House</td>
<td>Patna</td>
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<td>Patna Heritage Walk – Reminiscing the 19th Century</td>
<td>Patna</td>
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<tr>
<td>A Nature Walk to Mawlongbna Fossil Park</td>
<td>Shillong</td>
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<tr>
<td>Visiting Don Bosco Centre for Indigenous Cultures</td>
<td>Shillong</td>
</tr>
</tbody>
</table>
Gwalior
17.02
Of Splendour and Vibrancy: Gwalior and its Rich Ruins

Orchha
10.02
Palace Stroll in Orchha

Raipur
13.02
Raipur Heritage Walk - Going Back to the Colonial Era

Ahmedabad
02.02
Walking the Sacred Route
03.02
Delicacies of the Walled City of Amdavad
09.02
Women and the Walled City of Ahmedabad
10.02
Sair- e- Sarkhej
17.02
Ahmedabad Heritage Walk: Mandir to Masjid

Amar
10.02
A Walk through the Havels and Temples of Aman

Baroda
03.02
A Photo Walk through Persian Facades at Hazira Maqbara

Bharuch
03.02
Kadia Dungar Revisiting the Buddhist Caves

Bikaner
03.02
Bikaner Bandhej Trail: A Journey Exploring Tie & Dye

Goa
09.02
Rediscovering the Historic Panaji City
17.02
The Making of Margao

Jaipur
17.02
A Glimpse of the Stories Behind the Temples of Jaipur

Jodhpur
02.02
The Mumbai Street Art Walk
03.02
Touring the Calm Forts and Buzzing Bazaars of Sion
09.02
Peshwas of Bombay: Exploring the Architectural History of Old Panvel
10.02
A Glimpse of Persian Architecture in Mumbai
17.02
Kanheri Caves: A Treasure Trove of History
17.02
In Fact & Fiction: Walking with Words
24.02
Art Deco at the Oval Walk
24.02
Heritage Beyond the Walls: Bombay Fort Walk

Kanpur
03.02
Kanpur's Story of Evolution

Nashik
23.02
Taste of Nashik- A Walk Exploring Temples and Food

Pune
02.02
Hidden Gems of Laxmi Road
09.02
Revisiting the Historic Remnants of Pune
16.02
Ensemble of Sarkarwada - History through Time and Space

Udaipur
02.02
A Walk Towards the Skyline: Sajangarh Fort
09.02
A Heritage Trail in Historic Ahar

02.02
A Walk through the Havels and Temples of Aman
Agra
03.02  A Walk to Sikandra - Emperor Akbar’s Tomb
09.02  The Tomb of Itmad-ud-Daulah: The Final Devotion of a Daugther
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  Jahangarh; Exploring a Lost City
10.02  Green India Clean India Walk - Exploring Mountains in Delhi at Okhla with Adults
17.02  Walking with the DJsre- Ferzul Shah Kotla
23.02  Of Queens and Convotes - 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

Mysuru
17.02  Trailimg the Churches of Allahabad: The Colonial Capital of Uttar Pradesh
17.02  Glouce of Shimla’s Architecture and Scenic Beauty – Walk the Mall Road

Prayagraj
17.02  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 Malleshwaraw

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

Hyderabad
03.02  Tales of Golconda’s Final Siege and Fall
03.02  The Soft Walk at Dargah Yusufain Sharifain
10.02  Chowmahalla Palace - A Walk through Nostalgia
17.02  Hidden Sof Palls of Aghapura
24.02  Following the Historical Road to Naubat Palah

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 Earn Time

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 Moulai 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 Kumortuli, Kolkata

24.02 | Down the Memory Lane: Walking through Historical Malleshwaram, Bengaluru
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>03.02.2019</td>
<td>Delhi: Looking for Shahid, Manash Firaq Bhattacharjee, Nishat Zaidi, Manan Kapoor</td>
</tr>
<tr>
<td>09.02.2019</td>
<td>Delhi: Early Indians: The Story of Our Ancestors and Where We Came From, Tony Joseph</td>
</tr>
<tr>
<td>23.02.2019</td>
<td>Delhi: Stories of Akbar and Jahangir, Parvati Sharma</td>
</tr>
<tr>
<td>09.02.2019</td>
<td>Ahmedabad: Ahmedabad: City with a Past, Esther David</td>
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</tr>
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<td>16.02.2019</td>
<td>Guwahati: A Visual History of Printing in Assam, Dr Raj Kumar Mazinder</td>
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<td>Kolkata: Space, Community and Heritage in Kolkata’s Grey Town, Supriya Chaudhari</td>
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<td>23.02.2019</td>
<td>Guwahati: Sculptural Heritage of Ancient Pragjyotishpur, Dr Manjil Hazarika</td>
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<td>23.02.2019</td>
<td>Guwahati: Sculptural Heritage of Ancient Pragjyotishpur, Dr Manjil Hazarika</td>
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<td>08.02.2019</td>
<td>Kochi: Shattered and Chiselled, Vinu V.V. in conversation with M.R. Renukumar</td>
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<td>19.02.2019</td>
<td>Kochi: Sustainable Tourism and Participatory Heritage Conservation, Sumesh Mangalassery</td>
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</table>
### Event Schedule

#### Special Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Facilitator</th>
<th>Partnered With</th>
</tr>
</thead>
<tbody>
<tr>
<td>03.02.2019</td>
<td>Experiencing the Kalinga Temple Architectural Style at Mukteswara Temple</td>
<td>3:00 PM</td>
<td>Nituranjan Dash</td>
<td>CYSW</td>
</tr>
<tr>
<td>21.02.2019</td>
<td>Engaging with the Nehru Children’s Museum</td>
<td>12:00 Noon</td>
<td>Swati Mishra</td>
<td>The Makers Collaborative, Hope Foundation</td>
</tr>
<tr>
<td>18.02.2019</td>
<td>Gilbert Hill - Only 66 Million Years Old</td>
<td>10:00 AM</td>
<td>Siddhant Shah</td>
<td>Access For All</td>
</tr>
<tr>
<td>14.02.2019</td>
<td>Understanding Organic Farming with Upcycling Waste Material</td>
<td>10:00 AM</td>
<td>Ashim Bery</td>
<td>Sweccha</td>
</tr>
<tr>
<td>16.02.2019</td>
<td>Exploring the Don Bosco Museum</td>
<td>9:00 AM</td>
<td>Naphi Lyngdoh</td>
<td>St. John Bosco School, Sohra</td>
</tr>
<tr>
<td>14.02.2019</td>
<td>Exploring the History of Modern India at the Rashtrapati Bhavan Museum</td>
<td>10:00 AM</td>
<td>Shashank Gupta</td>
<td></td>
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<tr>
<td>Location</td>
<td>Event</td>
<td>Date</td>
<td>Time</td>
<td>Facilitator</td>
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<tr>
<td>Delhi</td>
<td>Storyfic: Interactive Mythological Storytelling Workshop</td>
<td>08.02.2019</td>
<td>3:00 PM</td>
<td>Sundeep and Ruchi</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>Mata Ni Pachedi - A Hands-on Workshop</td>
<td>16.02.2019</td>
<td>10:00 AM</td>
<td>Medha Shah</td>
</tr>
<tr>
<td>Kolkata</td>
<td>Animals and Birds in Science and Arts at Indian Museum</td>
<td>24.02.2019</td>
<td>11:00 AM</td>
<td>Swati Mishra</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>Styles within Style - Devanagari Calligraphy</td>
<td>24.02.2019</td>
<td>10:00 AM</td>
<td>Pradnya Naik</td>
</tr>
<tr>
<td>Delhi</td>
<td>Visualising Street Art: Discovering Lodhi Art District</td>
<td>10.02.2019</td>
<td>9:30 AM</td>
<td>Gaurav Raturi</td>
</tr>
<tr>
<td>Kolkata</td>
<td>Amongst the Ghats and Flowers</td>
<td>17.02.2019</td>
<td>7:00 AM</td>
<td>Manjit Singh Hoonjan</td>
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</table>
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.
WALK LEADERS
SPEAKERS AND FACILITATORS
GIVEAWAYS
FROM IHWF 2019
SOCIAL MEDIA
ENGAGEMENTS AND IMPRESSIONS

FACEBOOK
44k+
FOLLOWERS
284k
PAGE VIRAL IMPRESSIONS
351k
POST IMPRESSIONS
710k
EVENTS IMPRESSIONS

TWITTER
17k
AVERAGE IMPRESSION for posts containing #thinkheritage

INSTAGRAM
25.5k
AVERAGE IMPRESSIONS PER DAY
1.08m
TOTAL IMPRESSIONS

TWITTER CONTEST WINNERS

25

131k
953k

26
COVERAGE
PRINT AND DIGITAL

The Hindu, New Delhi

Matrubhumi, Kochi

Deccan Chronicle

Hindustan Times

The Indian Express

The second edition of India Heritage Walk Festival seeks to take forward the idea of participatory heritage conservation.

Heritage walk exploring Fort Kochi, part of India Heritage Walk Festival, will be led by cartoonist E.P. Umry.

Streets and steps at Old Delhi's Chandni Chowk with ancient lamps.

‘Don’t interfere with Sunderbans rivers’

Times of India, Kolkata

‘Learning at Every Step’

The Indian Express

A journey we walk together

Diwan Times
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