Introduction to Geography

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1.0 Meaning of Geography

Geography is the science that studies the lands, the features, the inhabitants, and the phenomena of the Earth. A literal translation would be “to describe or write about the Earth”. The first person to use the word “geography” was Eratosthenes (276-194 BC). Four historical traditions in geographical research are the spatial analysis of the natural and the human phenomena (geography as the study of distribution), the area studies (places and regions), the study of the man-land relationship, and the research in the earth sciences. Nonetheless, the
modern geography is an all-encompassing discipline that foremost seeks to understand the Earth and all of its human and natural complexities—not merely where objects are, but how they have changed and come to be. Geography has been called “the world discipline” and “the bridge between the human and the physical science”. Geography is divided into two main branches: the human geography and the physical geography.

Introduction

Traditionally, geographers have been viewed the same way as cartographers and people who study place names and numbers. Although many geographers are trained in toponymy and cartology, this is not their main preoccupation. Geographers study the spatial and the temporal distribution of phenomena, processes, and features as well as the interaction of humans and their environment. Because space and place affect a variety of topics, such as economics, health, climate, plants and animals; geography is highly interdisciplinary.

Geography as a discipline can be split broadly into two main subsidiary fields: the human geography and the physical geography. The former largely focuses on the built environment and how humans create, view, manage, and influence space. The latter examines the natural environment, and how organisms, climate, soil, water, and landforms produce and interact. The difference between these approaches led to a third field, the environmental geography, which combines the physical and the human geography, and looks at the interactions between the environment and humans.

Branches

1. Physical geography

Physical geography (or physiography) focuses on geography as an Earth science. It aims to understand the physical problems and the issues of lithosphere, hydrosphere, atmosphere, pedosphere, and global flora and fauna patterns (biosphere).

2. Human geography

Human geography is a branch of geography that focuses on the study of patterns and processes that shape the human society. It encompasses the human, political, cultural, social, and economic aspects. Various approaches to the study of human geography have also arisen through time and include:

- Behavioral geography
- Feminist geography
3. Integrated geography

Integrated geography is the branch of geography that describes the spatial aspects of interactions between humans and the natural world. It requires an understanding of the traditional aspects of the physical and the human geography, as well as the ways that human societies conceptualize the environment.

Integrated geography has emerged as a bridge between the human and the physical geography, as a result of the increasing specialization of the two sub-fields. Furthermore, as human relationship with the environment has changed as a result of globalization and technological change, a new approach was needed to understand the changing and dynamic relationship. Examples of areas of research in the environmental geography include: emergency management, environmental management, sustainability, and political ecology.

4. Geomatics

Geomatics is a branch of geography that has emerged since the quantitative revolution in geography in the mid 1950s. Geomatics involves the use of traditional spatial techniques used in cartography and topography and their application to computers. Geomatics has become a widespread field with many other disciplines, using techniques such as GIS and remote sensing.

5. Regional geography

Regional geography is a branch of geography which studies the regions of all sizes across the Earth. It has a prevailing descriptive character. The main aim is to understand, or define the uniqueness, or character of a particular region that consists of natural as well as human elements. Attention is paid also to regionalization, which covers the proper techniques of space delimitation into regions.

Regional geography is also considered as a certain approach to study in geographical sciences (similar to quantitative or critical geographies, for more information see History of geography).

1.2 Importance of Geography for Tourism

Tourism Geography is the study of travel and tourism, as an industry and as a social and cultural activity. Tourism geography covers a wide range of interests including the environmental impact of tourism, the geographies of tourism
and leisure economies, answering tourism industry and management concerns and the sociology of tourism and locations of tourism.

Tourism geography is that branch of science which deals with the study of travel and its impact on places.

Geography is fundamental to the study of tourism, because tourism is geographical in nature. Tourism occurs in places, it involves movement and activities between places and it is an activity in which both place characteristics and personal self-identities are formed, through the relationships that are created among places, landscapes and people. Physical geography provides the essential background, against which tourism places are created and environmental impacts and concerns are major issues, that must be considered in managing the development of tourism places.

The approaches to study will differ according to the varying concerns. Much tourism management literature remains quantitative in methodology and considers tourism as consisting of the places of tourist origin (or tourist generating areas), tourist destinations (or places of tourism supply) and the relationship (connections) between origin and destination places, which includes transportation routes, business relationships and traveler motivations. Recent developments in Human geography have resulted in approaches such as those from cultural geography, which take more theoretically diverse approaches to tourism, including a sociology of tourism, which extends beyond tourism as an isolated, exceptional activity and considering how travel fits into the everyday lives and how tourism is not only a consumptive of places, but also produces the sense of place at a destination.

### 1.3 Climate Variations

Climate encompasses the statistics of temperature, humidity, atmospheric pressure, wind, precipitation, atmospheric particle count and other meteorological elemental measurements in a given region over long periods. Climate can be contrasted to weather, which is the present condition of these elements and their variations over shorter periods.

A region’s climate is generated by the climate system, which has five components: atmosphere, hydrosphere, cryosphere, land surface, and biosphere.

The climate of a location is affected by its latitude, terrain, and altitude, as well as nearby water bodies and their currents. Climates can be classified according to the average and the typical ranges of different variables, most commonly temperature and precipitation. The most commonly used classification
scheme was originally developed by Wladimir Köppen. The Thornthwaite system, in use since 1948, incorporates evapotranspiration along with temperature and precipitation information and is used in studying animal species diversity and potential effects of climate changes. The Bergeron and Spatial Synoptic Classification systems focus on the origin of air masses that define the climate of a region.

Variation

1. Orbital variations

Slight variations in Earth’s orbit lead to changes in the seasonal distribution of sunlight reaching the Earth’s surface and how it is distributed across the globe. There is very little change to the area-averaged annually averaged sunshine; but there can be strong changes in the geographical and seasonal distribution. The three types of orbital variations are variations in Earth’s eccentricity, changes in the tilt angle of Earth’s axis of rotation, and precession of Earth’s axis. Combined together, these produce Milankovitch cycles which have a large impact on climate and are notable for their correlation to glacial and interglacial periods, their correlation with the advance and retreat of the Sahara,[7] and for their appearance in the stratigraphic record.

2. Ocean variations

The ocean is a fundamental part of the climate system, some changes in it occurring at longer timescales than in the atmosphere, massing hundreds of times more and having very high thermal inertia (such as the ocean depths still lagging today in temperature adjustment from the Little Ice Age).
Short-term fluctuations (years to a few decades) such as the El Niño-Southern Oscillation, the Pacific decadal oscillation, the North Atlantic oscillation, and the Arctic oscillation, represent climate variability rather than climate change. On longer time scales, alterations to ocean processes such as thermohaline circulation play a key role in redistributing heat by carrying out a very slow and extremely deep movement of water, and the long-term redistribution of heat in the world’s oceans.

Fig. 1.2

1.4 Study of Maps

Maps help us understand the world around us, and with proper illustrations and interpretations, one can almost get an idea of the country or the place as if one has actually visited it. Maps are used by everyone at one time or the other. For example, vacationers use it to plan vacation trips, while the businessmen use it to find the right place for selling their products. Defence forces use it for planning their defence strategies.

A modern world map perform several significant functions:

- Firstly, it brings this vast, spatial world in comprehensible form, onto out table-tops.
- Secondly it is an efficient device for storage of information
• It also acts as a research tool permitting an understanding of distribution and relationship of geographic features, otherwise not clearly understood today.

The map is a communication media, without which, modern developments in the world would hardly have taken place.

The charts are geometrical designs used for illustrating a variety of themes in such manner that the relativity of their constituent components is clearly established. The charts are a very effective modern device used for multifarious purposes because of the economy of space they provide and the clarity with which the subject can be made intelligible even to a mixed non-specialist audience. In tourism charts can be utilised in many ways and for different purposes. By way of random illustration, we give below some of the themes which can be depicted in chart form.

(a) Rainfall and temperature variations at a place, month wise
(b) Distance travelled, the cost involved in travel and the time taken, by a group of travellers.
(c) Share of foreign tourists in the total traffic in a given period of a year.

Types of Map
Maps, you know are of various kinds. From the point of view of convenience these can be broadly classified into the following two categories.

(a) General Reference maps and
(b) Special or Thematic maps

General Reference maps give us general information about continents, countries, rivers, cities and other features. Students use these general reference maps in the form of a book called atlas. An atlas is a collection of maps, of the world, continents and selected countries. They generally answer questions about the world as a whole or of specific regions.

Special maps or Thematic maps emphasize on particular aspects such as rainfall, population distribution, climatic condition or mines and industries distribution. Thematic maps can be further subdivided under several headings. Some of the important ones that may concern you have been described here briefly.

(i) Political Maps - These maps give us information about political boundaries, the relative size of countries and arrangement etc. The depictions in such maps are generally in colour making the identification of political boundaries
easier. By way of an example you may have a look at the political map of India which shows political divisions of India by using different colours. The main features of this map are: international and state boundaries, main rivers, lakes, sea, capital cities, major industrial and commercial centres and administrative boundaries and headquarters etc.

(ii) **Physical Maps**: Physical maps emphasize the elevation of land features on the earth’s surface. These are generally obtained through shading of these features in different colours. Often, darker colours indicate higher elevations while lighter indicates low elevations for the physical contours of land forms.

(iii) **Tourist Maps**: Tourist maps, obviously, are of great importance to you. These maps are published to show all types of information that a tourist needs regarding destinations i.e. monuments, religious places, hill stations, wildlife sanctuaries, parks and other places of tourist interest. They also show important rivers, lakes and the location of significant towns.

(iv) **Road Maps**: In the manner of tourist maps, the road maps too are of great value to you. These show all the different kinds of roads and the state of each such road from the point of view of their motorability in fair as well as bad weather conditions. Along with this they also show the distance between road segments between cities and towns, important tourist centres, and industrial points.

(v) **Railway Map**: The purpose of railway map is to provide information about railway networks of a country or group of countries. The railway map of India generally provides the following information:

(a) Nature of guages in use in different sections

(b) The route-lengths of each such guage

(c) The types of traction in use on respective guages, e.g. electric traction or diesel traction

(d) The condition of tracks on various sections e.g. the track under construction, single / double track, track under gauge conversion.

(vi) **Air route Map**: The air route map contains the following information.

(a) Major international and national airports.

(b) All the air routes under operation along with the aerodromes enroute.

(c) Air linkages between different places and the availability of connecting flights.
You can see from the above that air-route maps are quite useful in planning tours.

### 1.5 Latitude and Longitude

Latitude and longitude are angles that uniquely define points on a sphere. Together, the angles comprise a coordinate scheme that can locate or identify geographic positions on the surfaces of planets such as the earth.

Latitude is defined with respect to an equatorial reference plane. This plane passes through the center $C$ of the sphere, and also contains the great circle representing the equator. The latitude of a point $P$ on the surface is defined as the angle that a straight line, passing through both $P$ and $C$, subtends with respect to the equatorial plane. If $P$ is above the reference plane, the latitude is positive (or northerly); if $P$ is below the reference plane, the latitude is negative (or southerly). Latitude angles can range up to +90 degrees (or 90 degrees north), and down to -90 degrees (or 90 degrees south). Latitudes of +90 and -90 degrees correspond to the north and south geographic poles on the earth, respectively.

![Fig. 1.3](image)

Longitude is defined in terms of meridians, which are half-circles running from pole to pole. A reference meridian, called the prime meridian, is selected, and this forms the reference by which longitudes are defined. On the earth, the prime meridian passes through Greenwich, England; for this reason it is also called the Greenwich meridian. The longitude of a point $P$ on the surface is defined as the angle that the plane containing the meridian passing through $P$...
subtends with respect to the plane containing the prime meridian. If \( P \) is to the east of the prime meridian, the longitude is positive; if \( P \) is to the west of the prime meridian, the longitude is negative. Longitude angles can range up to +180 degrees (180 degrees east), and down to -180 degrees (180 degrees west). The +180 and -180 degree longitude meridians coincide directly opposite the prime meridian. Latitude and longitude coordinates on the earth are sometimes extended into space to form a set of celestial coordinates.

1.6 International Date Line

The **International Date Line (IDL)** is an imaginary line on the surface of the Earth, that runs from the north to the south pole and demarcates one calendar day from the next. It passes through the middle of the Pacific Ocean, roughly following the 180° longitude but it deviates to pass around some territories and island groups.

The International Date line is on the opposite side of the Earth to the Prime Meridian. The Prime Meridian helps to define Universal Time and is the meridian from which all other time zones are calculated. Time zones to the east of the Prime Meridian are in advance of UTC (up to UTC+14); time zones to the west are behind UTC (to UTC-12).

Mostly, the International Date Line and the moving point of midnight separate the two calendar days that are current somewhere on Earth. However, during a two-hour period between 10:00 and 11:59 (UTC) each day, three different calendar days are in use. This is because of daylight saving in the UTC+12 zone and the use of additional date-shifted time zones in areas east of the 180th meridian. These additional time zones prevent the earth from observing a single date for the instant when midnight crosses the IDL. It also results in the standard time and date in some communities being 24 or 25 hours different from the standard time and date in others.

A traveler crossing the International Date Line eastbound subtracts one day, or 24 hours, so that the calendar date to the west of the line is repeated. Crossing the IDL westbound results in 24 hours being added, advancing the calendar date by one day. The International Date Line is necessary to have a fixed, albeit arbitrary, boundary on the globe where the calendar date advances in the westbound direction.

For parts of its length, the International Date Line follows the meridian of 180° longitude, roughly down the middle of the Pacific Ocean. To avoid crossing nations internally the line deviates around the far east of Russia and then around various island groups in the Pacific. These various deviations (east or west)
generally accommodate the political and/or economic affiliations of the affected areas.

From the north, the date line first deviates to the east of 180° to pass to the east of Russia’s Wrangel Island and the Chukchi Peninsula which is the easternmost part of Russian Siberia. The date line then passes through the Bering Strait between the Diomede Islands at a distance of 1.5 km (1 mi) from each island. The line then bends considerably southwest, passing west of St. Lawrence Island and St. Matthew Island. It then passes midway between Alaska’s Aleutian Islands and Russia’s Commander Islands before returning southeast to 180°. Thus all of Siberia is to the west of the International Date Line, and all of Alaska is to the east of that line.

Two uninhabited atolls, Howland Island and Baker Island, just north of the equator in the central Pacific Ocean (and ships at sea between 172.5°W and 180°) have the latest time on Earth of UTC-12 hours. The date line then circumscribes the country of Kiribati by swinging far to the east, almost reaching the 150° meridian. Kiribati’s easternmost islands, the southern Line Islands south of Hawaii, have the most advanced time on Earth, UTC+14 hours. South of Kiribati, the date line returns westwards but remains east of 180°, passing between Samoa and American Samoa; accordingly, Samoa, Tokelau, Wallis and Futuna, Fiji, Tonga, and New Zealand’s Kermadec Islands and Chatham Islands have the same date, while American Samoa, the Cook Islands, Niue, and French Polynesia are all one day earlier.

A person who flies (or sails) around the world from east to west (the same direction as Magellan’s voyage) would lose one hour for every 15° of longitude crossed, and would lose 24 hours for one circuit of the globe from east to west if they did not compensate by adding 24 hours when they cross the International Date Line. In contrast, a west-to-east circumnavigation of the globe requires subtracting 24 hours when crossing the international date line. The International Date Line must therefore be observed in conjunction with the Earth’s time zones: on crossing it in either direction, the calendar date is adjusted by one day.

1.7 Time Variations

There are many well developed techniques for dealing with the response of linear time invariant systems, such as Laplace and Fourier transforms. However, these techniques are not strictly valid for time-varying systems. A system undergoing slow time variation in comparison to its time constants can usually be considered to be time invariant: they are close to time invariant on a small scale. An example of this is the aging and wear of electronic components, which happens on a scale of years, and thus does not result in any behaviour qualitatively
different from that observed in a time invariant system: day-to-day, they are effectively time invariant, though year to year, the parameters may change. Other linear time variant systems may behave more like nonlinear systems, if the system changes quickly – significantly differently between measurements.

The following things can be said about a time-variant system:

· It has explicit dependence on time.

· It does not have an impulse response in the normal sense. The system can be characterized by an impulse response except the impulse response must be known at each and every time instant.

· It is not stationary

**Examples of time-variant systems**

The following time varying systems cannot be modelled by assuming that they are time invariant:

· Aircraft – Time variant characteristics are caused by different configuration of control surfaces during take off, cruise and landing as well as constantly decreasing weight due to consumption of fuel.

· The Earth’s thermodynamic response to incoming solar radiation varies with time due to changes in the Earth’s albedo and the presence of greenhouse gasses in the atmosphere.

· The human vocal tract is a time variant system, with its transfer function at any given time dependent on the shape of the vocal organs. As with any fluid-filled tube, resonances (called formants) change as the vocal organs such as the tongue and velum move. Mathematical models of the vocal tract are therefore time-variant, with transfer functions often linearly interpolated between states over time.

· Linear time varying processes such as amplitude modulation occur on a time scale similar to or faster than that of the input signal. In practice amplitude modulation is often implemented using time invariant nonlinear elements such as diodes.

· The Discrete Wavelet Transform, often used in modern signal processing, is time variant because it makes use of the decimation operation.
1.8 **Time Difference**

<table>
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<tr>
<th>Country</th>
<th>Current time</th>
<th>Time zone</th>
</tr>
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<td>Afghanistan</td>
<td>Tue 06:07 PM</td>
<td>AFT - Afghanistan Time</td>
</tr>
<tr>
<td>Albania</td>
<td>Tue 03:37 PM</td>
<td>CEST – Central European Summer Time</td>
</tr>
<tr>
<td>Algeria</td>
<td>Tue 02:37 PM</td>
<td>CET - Central European Time</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>Tue 09:37 PM</td>
<td>HKT - Hong Kong Time</td>
</tr>
<tr>
<td>Hungary</td>
<td>Tue 03:37 PM</td>
<td>CEST – Central European Summer Time</td>
</tr>
<tr>
<td>Iceland</td>
<td>Tue 01:37 PM</td>
<td>GMT - Greenwich Mean Time</td>
</tr>
<tr>
<td>India</td>
<td>Tue 07:07 PM</td>
<td>IST - India Standard Time</td>
</tr>
</tbody>
</table>

**Summary**

**Geography** is the science that studies the lands, the features, the inhabitants, and the phenomena of the Earth. Geography as a discipline can be split broadly into two main subsidiary fields: the human geography and the physical geography. **Tourism Geography** is the study of travel and tourism, as an industry and as a social and cultural activity. **Climate** encompasses the statistics of temperature, humidity, atmospheric pressure, wind, precipitation, atmospheric particle count and other meteorological elemental measurements in a given region over long periods with variations. Latitude and longitude are angles that uniquely define points on a sphere. Together, the angles comprise a coordinate scheme that can locate or identify geographic positions on the surfaces of planets such as the earth. The **International Date Line (IDL)** is an imaginary line on the surface of the Earth, that runs from the north to the south pole and demarcates one calendar day from the next.

**Short Answer Type Questions**

1. Define geography.

2. What do you mean by map?

**Long Answer Type Questions**

1. Write the importance of geography.

2. Explain the time variations and time differences along with table.
Structure

2.1 Physical and Political features of Indian geography

2.2 Various climate conditions and forests

2.1 Physical and political features of Indian geography

The geography of India describes the geographic features of India, a country in South Asia. India lies largely on the Indian Plate, the northern portion of the Indo-Australian Plate, whose continental crust forms the Indian subcontinent. The country is situated north of the equator between 8°4’ and 37°6’ north latitude and 68°7’ and 97°25’ east longitude. It is the seventh-largest country in the world, with a total area of 3,166,414 square kilometres (1,222,559 sq mi). India measures 3,214 km (1,997 mi) from north to south and 2,933 km (1,822 mi) from east to west. It has a land frontier of 15,200 km (9,445 mi) and a coastline of 7,517 km (4,671 mi).

On the south, India projects into and is bounded by the Indian Ocean – in particular, by the Arabian Sea on the southwest, the Laccadive Sea to the south, and the Bay of Bengal on the southeast. The Palk Strait and Gulf of Mannar separate India from Sri Lanka to its immediate southeast, and the Maldives are some 400 kilometres (250 mi) to the southwest. India’s Andaman and Nicobar Islands, some 1,200 kilometres (750 mi) southeast of the mainland, share
maritime borders with Burma, Thailand and Indonesia. Kanyakumari at 8°42' 413 N and 77°32' 283 E is the southernmost tip of the Indian mainland, while the southernmost point in India is Indira Point on Great Nicobar Island. India’s territorial waters extend into the sea to a distance of 12 nautical miles (13.8 mi; 22.2 km) from the coast baseline.

The northern frontiers of India are defined largely by the Himalayan mountain range, where the country borders China, Bhutan, and Nepal. Its western border with Pakistan lies in the Punjab Plain and the Thar Desert. In the far northeast, the Chin Hills and Kachin Hills, deeply forested mountainous regions, separate India from Burma. On the east, its border with Bangladesh is largely defined by the Khasi Hills and Mizo Hills, and the watershed region of the Indo-Gangetic Plain.[clarification needed]

![Fig. 2.1](image)

The Ganges is the longest river originating in India. The Ganges-Brahmaputra system occupies most of northern, central, and eastern India, while the Deccan Plateau occupies most of southern India. Kangchenjunga, on the border between Nepal and the Indian state of Sikkim, is the highest point in India at 8,598 m (28,209 ft) and the world’s 3rd highest peak. Climate across India ranges from equatorial in the far south, to alpine in the upper reaches of the Himalayas.

**Political geography**

India is divided into twenty eight states (further subdivided into districts) and seven union territories.
India’s borders run a total length of 15,106.70 km (9,387 mi). Its borders with Pakistan and Bangladesh were delineated according to the Radcliffe Line, which was created in 1947 during Partition of India. Its western border with Pakistan extends up to 3,323 km (2,065 mi), dividing the Punjab region and running along the boundaries of the Thar Desert and the Rann of Kutch. Both nations delineated a Line of Control (LoC) to serve as the informal boundary between the Indian and Pakistan-administered areas of Kashmir. According to India’s claim, it also shares a 106 km (66 mi) border with Afghanistan in northwestern Kashmir, which is under Pakistani control.

India’s border with Bangladesh runs 4,096.70 km (2,546 mi). There are 92 enclaves of Bangladesh on Indian soil and 106 enclaves of India are on Bangladeshi soil. The Teen Bigha Corridor is a strip of land formerly belonging to India on the West Bengal–Bangladesh border which has been leased indefinitely to Bangladesh so that it can access its Dehgram–Angalpota enclaves. [citation needed]

The Line of Actual Control (LAC) is the effective border between India and the People’s Republic of China. It traverses 4,057 km along the Indian states of Jammu and Kashmir, Uttarakhand, Himachal Pradesh, Sikkim and Arunachal Pradesh. Both nations lay claim to the Aksai Chin region of northeastern Kashmir, which fell into Chinese control during the Sino-Indian War of 1962. The border with Burma (Myanmar) extends up to 1,643 km (1,021 mi) along the southern borders of India’s northeastern states. Located amidst the Himalayan range, India’s border with Bhutan runs 699 km (434 mi). The border with Nepal runs 1,751 km (1,088 mi) along the foothills of the Himalayas in northern India. The Siliguri Corridor, narrowed sharply by the borders of Bhutan, Nepal and Bangladesh, connects peninsular India with the northeastern states.

1.2 Various climatic conditions and forests

Climate of India

India being a tropical country has diversity in climates. There are 8 different climatic zones in the continent of Asia. The monsoon season is the most common of these but sometimes it varies by some days or months. Some regions in India have hot tropical weather while some parts have heavy monsoons. There are various other seasons that follow suit. There are conventionally 6 seasons considered as the usual Indian seasons. This climate of India has seasons those can be classified in 6 different cycles of around 2 months apart. According to the Hindu calendar, these are named as the spring, summer, monsoons, early autumn, late autumn, and winter.
Duration of seasons

Though there are 6 seasons in India, some vary at the same duration of the year. The actual seasons considered are namely the summer, which is considered from March to June, rainy season from June to October and the winter from November to March. Though the durations are mentioned, there are variations in different parts of the country itself. For example, monsoons in Northern India are estimated from April to July only. Most of the winter days can be considered as sunny ones. Different seasons and durations have given rise to diverse festivals too. One may indulge him in any local or national festival in any of the seasons available.

![Image of snow-capped mountains](image)

Fig. 2.2

Variation in the regions

Climate of India is the most unreliable. Most of the times, the summer durations are observed to be dry in the Northern regions. The monsoons are sometimes scheduled at different times in various parts of the country. Rajasthan experiences an extreme temperature difference during every season, during the day and night. The Northern regions experience a high temperature drop during the various day and night times. In the summer season, the center regions of India experience a high temperature, which goes upto 50 degrees centigrade.

Some of the prominent seasons that can be observed in some of the areas in India can be classified as follows. Autumn and spring can be observed more in the northern or the Himalayan states. These regions mostly experience 5 seasons annually; while the Northern Plains upto the north of River Ganga, has
extreme cold climate. Summers in these regions are hot, humid, and extremely harsh. Monsoon is experienced from June to September. Winters are the most suitable climates to be visited in the North India.

**Forests of India**

India is a very big country and it houses different types of forests and woodlands. These forests include protected forests or reserved forests. Prior to the independence of the country, the forests of the country were protected under the Indian Forest Act, 1927.

India is not only famous for its diverse wildlife, architectural marvels and culture but also for its dense and vast forest cover. Indian climate befits the variety of flora and fauna.

![Image](image.png)

**Fig. 2.3**

Forest is the second largest land use in India next to agriculture. The forest cover of India is assessed as 67.83 million hectares which constitute 20.64 percent of the country's geographical area, ranging from the Himalayan Temperate to Dry Zone forests. The National Forest Policy stipulates that one-third of area should be under forest or tree cover. Being a mega-biodiversity country the nation possesses high level of endemism.

The forests play vital role in harboring more than 45,000 floral and 81,000 faunal species of which 5150 floral and 1837 faunal species are endemic. The nation has established 597 Protected Areas comprising 95 National Parks, 500 Wildlife Sanctuaries 2 conservation reserves covering 1.56 million ha area or 4.75 per cent geographical area of the country.
The rising demand for forest based products and resultant deforestation and encroachment has led to a severe loss of natural resources and destruction of habitat.

India is likely to face severe shortage of supply of timber to meet its requirement from both domestic and international front. It is estimated that the demand for timber is likely to grow from 58 million cubic metres in 2005 to 153 million cubic meters in 2020. The supply of wood is projected to increase from 29 million cubic meters in 2000 to 60 million cubic meters in 2020. As a result, the nation has to heavily depend on imports for meeting its growing demand. This could result in loss of high conservation value forests or loss of biodiversity elsewhere.

The Living Planet Report 2006 ranked India as the third highest gross foot print nation, followed by US and China. India is presently 4th largest economy in terms of purchasing power parity and is growing at 8-9 per cent per annum. This fast growth coupled with the needs and aspirations of more than one billion people is a challenge for conservation of forests unless environmentally responsible policies are in place. In this regard, the new strategy document of the Forest programme incorporated innovative approaches such as Payment for Forest Ecosystem Services (PES), Ecological Footprint Analysis and Forest Certification.

The identified priority landscapes for field level activities for strengthening conservation of forests and biodiversity are Western Arunachal Landscape (WAL) in eastern Himalayas and South Western Ghats Landscape (SWG L) in the Western Ghats. Besides, the programme continues to provide inputs and support to conservation programmes in other priority landscapes of WWF-India, including Terai Arc Landscape, Kanchanjunga Landscape, Sundarbans landscape.

The forests of India can be classified into several types. These are - Taiga type (consisting of pines, spruce, etc.) the mixed temperate forests with both coniferous and deciduous trees, the temperate forests, the sub tropical forests, the tropical forests, and the equatorial rainforests. But there are mainly six groups of forest in India these are - moist tropical, dry tropical, montane sub tropical, montane temperate, sub alpine, and alpine.

These forests have a great relation with the surrounded atmosphere. The range of forest of India is very diverse. We can find here from the rain forest of Kerala in the South to the alpine pastures of Ladakh, from the desert of Rajasthan in the west to the evergreen forest in the North East.
Rainforest: These forests belong to the tropical wet climate group characterized by high rainfall. They play the role of cooling the air. In fact it has a vital role in global climate system. It also supports a very broad array of animals, birds, reptiles etc. The North eastern part of India is famous for the rain forest. The rain forest stretch of Arunachal Pradesh is considered as one of the largest elephant zone in India, through which more than 2000 elephants migrate to Arunachal Pradesh every year.

Tropical Rain Forests in India: Tropical rain forests are the result of heavy rain forest. Plants like coffee, bananas, chocolate, mangoes papayas, sugar cane etc came from tropical rain forest. It is the oldest form of forest in India.

Temperate Deciduous forests: These type of forest are available in the area where there is around 100 to 200 cms annual rainfall. The deciduous is also divided into two category moist and dry. Except the western and north western region these type of forest can be found in all most all the part of India.

They are found on the lower slopes of the Siwalik Hills from Jammu to the West Bengal in the east. These forests include trees like sal and teak, mango, bamboo and rose wood. The dry deciduous forests are available in the Northern and Southern part of the India except in the North East. Madhya Pradesh, Gujrat, Andhra Pradesh, Karnataka and Tamil Nadu are home to dry deciduous forest, which include sandalwood, khair, mahua, mango, jackfruit, wattle, bamboo, semal, sisaam, arjun, sisam etc.

The Dry deciduous forests are found throughout the northern part of the country except in the Forest are irreplaceable and they provide shelter to many animals, reptiles, mammals, insects, birds and so many other things. The vast range of national park and wild life sanctuaries in India bear the witness of the rich lush green forest of India. For better crops and more rainfall more forest is always required. But now a days deforestation is one of the acute issue of global warming. So, the Government of India has a special measure for plantation of trees to cater this issue. Earth’s largest productive ecosystem is FOREST and we should SAVE FOREST.

The abundant and varied flora and fauna of India are housed in 13 biosphere reserves, 89 national parks, and more than 400 wildlife sanctuaries located throughout the nation.

The different types of forests of India are classified below:

- Tropical rainforests
· Temperate deciduous forests
· Himalayan subtropical pine forests
· Indian tidal or mangrove forests
· Indian dry deciduous forests
· Humid deciduous forests of the Eastern Highlands
· Dry evergreen forests of the East Deccan Region
· Monsoon forests

Approximately 20% of the overall forest cover of India is located in the state of Madhya Pradesh. States like Maharashtra, Orissa, Andhra Pradesh, Uttar Pradesh, and Arunachal Pradesh also house a considerable volume of forests.

Summary

The geography of India describes the geographic features of India, a country in South Asia. India lies largely on the Indian Plate, the northern portion of the Indo-Australian Plate, whose continental crust forms the Indian subcontinent. The physical and political features of India geography remind us how big our country is. India being a tropical country has diversity in climates. India is a very big country and it houses different types of forests and woodlands. These forests include protected forests or reserved forests. India is not only famous for its diverse wildlife, architectural marvels and culture but also for its dense and vast forest cover. Indian climate befits the variety of flora and fauna.

Short Answer Type Questions

1. Write any two associated names of himalaya mountains.
2. What is climate?

Long Answer Type Questions

1. Write briefly about physical features of India.
2. Explain in detail about Indian forest.
Structure

3.1 Physical features of Andhra Pradesh geography

3.2 Various climate stages of A.P

3.3 Various natural and Man-Made tourism resources

3.1 Physical features of Andhra Pradesh geography

The home land of the telegu people, designated as Andhra Pradesh since November 1, 1956, is situated on the central portion of the eastern sea board of the Indian peninsula and spreads westward into the Deccan plateau upto 77°E. The northern boundary runs roughly across the latitudinal line of 20°N. Curiously enough, the northern border and the western border of this area approximate respectively with the central latitudinal and longitudinal lines of India. Though it is accidental, this central position has been all along the course of history a decisive factor in giving shape to Telugu culture. To the south, Andhra Pradesh spreads upto 12°41’N. It has a common inland boundary, in the south with Tamilnadu and Karnataka, in the west with Karnataka and Maharastra and in the north with Madhyapradesh and Orissa. On the east, there is Bay of Bengal. The total area of Andhra Pradesh is 2,76,814 sq. km.
Fig. 3.1 Map of Andhra Pradesh
Structure and Physical Features

The geology of the area may be described as an epitome of the geology of peninsular India. Geologists say that the earliest land mass in India is the Deccan peninsula, and in that too, the eastern portion had attained geological stability earlier than any other portion. The Eastern Ghats which run from north to south in Andhra Pradesh are distinctly older than the Western Ghats. At some period in that hoary past a stupendous volcanic outburst took place in the peninsula and immense quantity of lava was deposited and this spread on the western plateau region of Andhra Pradesh; and the thickness of the lava is 30 to 90 m in that region. The river basins of the plateau must have been due to parallel fissures in the earlier ages.

The gradual sinking of the grounds along the lines of weakness naturally gave rise to basin-shaped depressions. Later, there must have been many geological upheavals and the continual subsidence and sedimentation should have resulted in the formation of coal seams. These naturally follow the linear trends of the rivers. The Singareni coalfield of Andhra Pradesh is such.

All these things happened in the far off past ages. Since the beginning of the historical period, there have been no major alterations in the physical setup of Andhra Pradesh, the drainage pattern has been almost the same in this area for a long time unlike the north where many rivers are known to have changed their course even in the historical times.

Looking broadly at the physical features of the area, we can easily distinguish five parts (1) Krishna-Godavari-Delta (2) The Foothill zone (3) The Eastern Ghats (North and South) (4) The Western plateau and Basics and (5) Hyderabad plateau.

In the common day-to-day usage the first three are grouped together under the name of the coastal area, the fourth as Rayalaseema and the last as Telangana, though these terms do not actually express the concerned physical regions.

The Krishna-Godavari Delta is a composite delta of the two great rivers, the Krishna and the Godavari. This area has been since the dawn of history, the habitat, the habitat of man and was mentioned by Ptolemy (127-151 A.D) and others as a prosperous one. The discharge of the rivers is irregular and its is estimated that in high flood the Krishna carries enough silt to cover daily an area of 8 sq. km to a depth of 2.5 cm. This delta area is known as a granary of rice and produces many other valuable crops like tobacco and sugar cane. The coast of the delta was the site of some of the earliest settlements of Europeans in India.
The next physical zone is the Eastern Ghats. The term itself is a misnomer for they have no continuity, structural or topographic which is essential for ghats. It is an uplifted peneplain, the continuity of which is broken by the interfluval uplands between the Krishna and Godavari. Two independent divisions can be recognised within this zone. (1) The northern section lying between the Godavari and Vamsadhara rivers and (2) The southern section consisting of the Nallamalai, Velikonda and Palakonda hills. The former run from north east to south-west whereas the latter runs from north to south. The average elevation of the northern section varies from 600 metres to 1200 metres while that of the southern section varies from 300 meters to 600 metres. The Godavari in the north and the Penna in the south pierce through steep gorges in the Eastern ghats. The spurs almost interlock the course of the Godavari, enhancing the scenic grandeur of the Papikonda gorge.

The western plateau consists of a series of basins around the middle course of the Pennar tributaries. The whole area is crossed by trap dykes-some running north south and others north-east to south-west. These have some influence on the remarkable drainage pattern. Beyond the Krishna lie the Cuddapah ranges and basins. The region forms a great crescent, the heart of it being the wide Nandyal valley 210-245 metres in height drained by the Kunderu.

The Soils

Most of the soil of the Telugu area is of red variety. This kind of soil is deficient in organic matter and the poor is plant nutrients but rich in phosphoric acid. Unlike the black soil, the moisture holding capacity of red soils is poor and hence irrigation is a necessity for these soils to produce a large variety of crops.

The black soil occupies the next place in extent. These soils are to be found predominantly in the lava districts of Telangana region, though they are found here and there in other district too. These are rich in calcium and potash but poor in nitrogen. Irrigation is not necessary in these as they can retain moisture for a long time.

The Rivers

The Telugu area can aptly by called a Riverine land. It is a gift of the five rivers the Nagavali, the Vamsadhara, the Godavari, the Krishna and the Penna which flow down from the crest of the Deccan plateau. It compares well in this respect with Punjab, which is equally a gift of the five rivers that come down from the Himalayan cap. In the Telugu area, apart from the above mentioned five rivers with their large tributaries, there are 29 minor rivers. All these major and minor rivers carry annually 150 million acre feet of water into the Bay of
Bengal. This is nearly 15% of the water that flows in all the Indian rivers excepting the Brahmaputra.

The biggest of all the rivers is the Godavari. This is also known as ‘Dakshina Ganga’. It rises at Triambuk near Nasik in the Western Ghats, about 110 km N.E of Bombay at a distance of eighty kilometers from the Arabian sea. After descending the western ghats it flows in a south eastern direction across the peninsula. It enter Andhra Pradesh near Basar in the Nizamabad district and joins the sea after flowing for nearly 615 kilometers in the Telugu area. The main tributaries of the river are the Manjira, the Pranahita, the Indravati and the Sabari. Across the Manjira, is constructed the Nizamsagar dam.

The Godavari flows through a picturesque gorge known as Papi hills before it emerges out at Polavarm into the coastal plains. The depth of the river in the gorge during non-flood season varies from 30 meters to 60 metres. 30 kilometers below Polavaram, the river divides itself into two main branches, the Gautami and the Vasishtha. Between the two lies the central delta. These two arms split up further into branches as they approach the sea, dividing the central delta into a number of islands. The scenic beauty and the fertility of this region are unique and the early Andhra settlers of this area, taking into account the seven of the deltaic branches of river as important named this tract as ‘Sapta Godavari’, probably in reminiscence of an equally fertile homeland of their forefathers, the ‘Saptasindhu’.

The next next river in importance is the Krishna, the traditional source of which is a spout from the image of a cow’s mouth in the ancient temple of Mahadeva at Mahabaleswar (Maharastra). This place is situated at about 1,455 meters above sea level and has a rainfall of 650 cm in a short season. It enters Andhra Pradesh at Alampur in Mahabubnagar district and flows through the plateau region for 335 km. Till it emerges out into the plains at Polichinthala.

The Penna, which takes its rise in the hills north-west of Nandidurg in Karnataka state, flows 40 km before it enter Andhra pradesh. It falls into the sea branching of into several mouths at Utukur, 29 km south of Nellore. The bed of the Pennar at its entry to the Telugu area is 610 meters above sea level and this is a feature which can better be utilised for the irrigation of the uplands of Rayalaseema region, provided ways are found to divert water to that point from elsewhere as the catchment area of Penna is not a ‘good’ one.

3.2 Various Climate Stages of Andhra Pradesh

The climate of Andhra pradesh may be described as tropical - monsoonal type. Differences of rainfall, both regional and seasonal are more pronounced than differences of temperature. The light regional differences of temperature
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that are observed in the area are due to differences in altitude and the geographical location with respect to sea. The maximum temperatures are recorded usually in May and the minimum in December. The hottest places are situated either farther inland on the coastal plain or the Deccan plateau. With the exception of Madanapalle, Horsely hills in Chittoor District and Aruku valley in Visakhapatnam district, throughout the areas, the days in the months of March-April and more so in May are uncomfortable and stuffy especially in the nights. Even the coastal places like Visakhapatnam, where the humidity is relatively high can claim no exception in those months. In contrast to this, the winter in Andhra pradesh is not so rigorous as that in the Gangetic or Punjab plains, though the western high land portion would have colder nights than the coastal districts. In the coastal area maximum temperature in a day in May usually varies from 39.0°C to 43.7°C while the minimum will be some where near 37.8°C. In the month of December these places record maximum daily temperatures varying from 19°C to 19.5 and a minimum temperature of about 15°C. Places like Rentachintala in Guntur district and Cuddapah record in May maximum temperature of 44°C or 45°C, where as the minimum recorded stands at about 37°C or 38°C. In those places the maximum in winter is about 27°C with the minimum varying from 17°C to 18°C. In Telangana, the mean maximum temperatures in May and December at Ramagundam are 44°C and 13°C respectively.

As in the rest of India, in this area too the rainfall is governed by the alterations of monsoons. More than half of the Telugu area receives less than 87.5 cm rainfall and the variability is very high. Though this variability of rainfall is as high in the Krishna-Godavari deltas as in other parts of Andhra, the natural irrigational facilities available, protect the delta peasant from the dire consequences of such variations.

The central plateau, which is termed as Rayalaseema is the endemic famine zone of Andhra, the rainfall being less than 62.5 cm in general. The maximum is in September with a slightly secondary in May. Precarious agriculture is the characteristic feature of this section and the Tungabhadra project is intended to put an end to this state of affairs, to some extent.

In the Telengana region the rainfall increases from 77.5 cm in the south to 102.5 cm in the north but the annual fluctuations are considerable. The frequent fluctuations recorded from the city of Hyderabad are typical and the variability for this section varies between 22% to 25%. The proportion of serious droughts is much lower there than in Rayalaseema.

In the coastal area, the average rainfall goes to 100 cm. But north of the Godavari, the rainfall is heavier 112-125 cm on the coast. This high rainfall on
the coast is due to both the mansoons. For the whole of this east coast, October has maximum precipitation.

Though the area, as a whole is effected by the monsoons, the Eastern Ghats act as a barriers for south-west mansoon winds and deprive the coastal plains of the full benefit of the south-west mansoon and also prevent the retreating monsoon winds from reaching the plateau.

### 3.3 Various Natural and Man made tourism resources of Andhra Pradesh

The state has tremendous potential for nature and ecotourism. Endowed with a forest cover of 23.7%. Twenty wildlife sanctuaries, four national parks, the state has a wide canvass of vegetation and wildlife spread across the state. It boasts of the longest coastline in the country, almost a thousand kilometers, and has a five major rivers contributing 15% of the water available in the country. These natural assets like lakes, waterfalls, caves, forests and wildlife remain unexplored and untapped from the Tourism point of view.

**Jungle Logdes**

**Jungle Bells, Tyda**: It is the first major ecotourism project in Andhra pradesh. Tyda a tribal village at a distance of 75 kms from visakhapatnam is selected by AP tourism to run the nature camp entitled ‘Jungle Bells’. It is at an altitude of 1520 feet above sea level. Trekking, rock climbing archery and cycling, Birth watching, campfire at night and Dhimsa dance by some tribals the activities at Tyda. Away from the bustle of urban life, Jungle Bells is a natural heaven.

**Tiger Wilds, Farhabad**

Nature camp, Srisailam, it is 160 kms from Hyderabad on the way of Srisailam. The biggest tiger reserve in the country spreading over 3,500 sq.kms is the Rajiv Gandhi Tiger Reseuree in the Nallamall Hills. Farhabad Tiger wilds nature camp is located near sresailam. It is rich in wild life and vegetation. Rare species of Tigers, Leopards, Bears, Spotter Deer and a large variety of birds. Trekking, rappelling and wilderness camping are some of the exciting activities at the camp. Jeep ride is allowed inside the camp to have a beautiful view of the valley and the River Krishna from the viewpoint.

**Caves**

**Borra Caves**: Caves are treasures unearthed, passages to history and mystery. Borra caves are 90 kms from Vishakapatnam and 15 kms form Araku. They are millions of years old caves. They are stalactite and stalgamite formations. They are aesthetically illuminated by the Department of tourism.
Belum Caves: Belum caves is located in kolinigundla Mandal of Kurnool district and it is 110 kms from kurnool. Belum cave is the second largest natural cave in the country (3.5 kms). The cave is full of natural wonders such as chambers, passages, stalagmites and stalacities, fresh water galleries and siphons. The cave system is million of years old and was believed to be inhabited by man somewhere near 4500 B.C, as in eveident from the remnants of vessels round in the caves. The cave system is aesthetically illuminated by the department of tourism.

Ethipothala Waterfalls

It is a unique ecotourism destination. Ethipothala in telugu means to lift and pur. Hence the name to the waterfalls on the Chandravanka, a tributary of the krishna. Chandravanka, joins the main river 11 kilometers downstream of Nagarjuna sagar forming the Ethipothala waterfalls. This water fall is a silvery cascade tubmling down 21 meters into a quiet lagoon.
Talakona Waterfalls

It is located 40 kms from Tirupathi, amidst Nallamala Range of hills. It is a 70 meter fall and a perennial are standing under the cascade and is said to cleanse the mind and the body. AP tourism is planning for trekking and bird waching besides tree top restaurant and machan type accomodation for tourists.

Kuntala Waterfalls

The highest water falls in Andhra Pradesh is on the Kadam river, a major tributary of Godavari in Adilabad district. The water plummets down a height of 45 meters.

Kailasanatha Kona

Kailasanatha kona is perennial waterfall located near NAgari, 40 kms from Tirupathi. It originates from a fracture in a 10 sheet rock. The water is clear and is considered sacred. The water is believed to have curative powers.

Pillalamari

It is located 8 kms from Mahboobnagar district. The banyan tree is stated to be hundreds of years of old and spreads over an area of about three acres. It looks like a green umbrella under which about thousand people can take shelter comfortably.

Thimmamma Marrimanu

It is 25 kms from Kadiri Town in Anantapur district. It is the largest and oldest banyan tree in the world. It is entered into the Guinness Book of world records. It proved to be 570 year old and spreads over 5.2 acres.

Ananthagiri Hills

Anatagiri is 80 kms from Visakhapatnam. Thickly wooded slopes with acres of coffee plantations greet visitors who travel up the ghat road. Along the way are perennial cascades of cool water and at some places so thick is the foliage that is shields the area completely from the sun.

Araku Valley

It is 110 kms from Visakhapatnam. It is a valley in the Anantagiri hills at an altitude of 975 meters and is watered by perennial zilda waterfalls. It is inhabited by 17 colourful tribals and offers a colourful glimpse into their culture. Dhimsa is the most popular traditional dance and is performed in almost every hamlet to the chant of women and the beating of tribal drums. Tribal museum in Araku depicts the culture of Tribals. Padma gardens consists of exotic plants.
Horsley Hills

It is 140 kms from Tirupathi. It is located at an altitude of 1265 metres and it has a cool climate throughout the year. It is named after a British collector of Cudapah a summer retreat. It attracts exotic species of birds and the seeming of Rishi valley has attracted a large numbers of birds.

Rocks

The Deccan plateau, the Krishna-Godavari basin have a rocky landscape with interesting formations. Some of the rock formations, which are perhaps the older rocks in the world, are estimated 35 billion year old, have been recently declared protected heritages sets to be preserved.

The Rocks of Hyderabad

Dating back to 2500 million years are nature’s most enchanting relises that form the city landscape. the frenzy of construction activity has been countless rocks being destribed. A group of responsible rock enthusiasts from different walks of life have come together to form society to save rocks.

Hussainsagar Lake

Hussain sagar lake is located in Hyderabad. It is constructed in 1526 AD by Hussain Shah Wali during the time of Ibrahim Quli Qutub Shah. Several recreation and tourist spots and activities have developed around this lake. There are parks, monolithic statue of Budda and boating activities for leisure.
Osmansagar Lake

Osmansagar known as Gandipet, on the outskirts of Hyderabad is an excellent prime spot. It supplies drinking water to the city. The lake is a reservoir created by dam and is a tributary of the River Musi. Abutting the lake and the bund are lush garden that provide the ideal ambience for an outing.

Durgam Cheruvu

It is a famous lake created during the time of Qutub Shah and spread over area of 63 acres. The secret lake is situated close to Hi-tech city. This lake used to supply water to the Golconda fort and hence it's name for Durgam means fort and Cheruvu means lake in Telugu. Today it is a major ecotourism project undertaken by AP tourism. The lake has floating jetties and is a popular sport for angling and boating. A lake resort with restaurant, art gallery, amphitheatre, rock garden, landscaping and illumination has been created. A walkway all around the lake is being developed and the project is located on 23 acres of land surrounding the lake.

Wild Life

Andhra Pradesh is home to variety of species of animals, bird and other wild life. The Eastern ghats provide centres of endermism for plants, birds and lesser forms of animal life. The rich fauna of the state includes Tiger, Panther, Wolf, Black buck, Bilgai, Sambar and numerous birds and reptiles. The long coastline is nesting ground for sea turtles and the back waters are feeding ground
for Flamingo and Grey pelican. Wild life can be enjoyed at the various wild life sanctuaries (20) and four national parks collectively covering an area of 11,982 sq. kms which is 4.4% of the geographical area of Andhra Pradesh.

**Beaches**

Andhra Pradesh has a coastline of 1,000 kms and it affords the best beaches in the country. Unlike in some parts, the beaches of Andhra Pradesh timely have golden sands against a back drop of bright blue water of Bay of Bengal.

**Bheemunipatnam**

Known as Bhimili it is 15 kms from Visakhapatnam. It is the second oldest municipality in the country. Bhimili beach is a shallon beach and is considered as one of the safest for swimmers and surfers.

**Suryalanka Beach**

It is located 9 kms from Bapaatla. The beach is relatively flat with a gradual slope and the shore is wide. Andhra Pradesh tourism is planning to develop a ‘Beach Resort’ at Suryalanka with facilities of beach sports and beach games. The fresh water channels forming a sandy crescent will be prompted for fresh water boating.

**Man Made Tourism Resources of Hyderabad**

**Historical Monuments**

**Mecca Masjid**

A Symbolic Mosque, Mecca Masjid was built 400 years back during the reign of Sultan Muhammad Qutub Shah, the 6th QutubShahi Sultan of Hyderabad. The three arched facades have been carved from a single piece of granite, which took five years to quarry. More than 8,000 workers were employed to build the mosque. MuhammedQutub Shah personally laid the foundation stone of the ‘mosque’.

**Charminar**

A major landmark of Hyderabad with four graceful minarets located in the old city. It is built by MuhammedQuliQutb Shah as a memorial for plague victims. Charminar in most occasions is used to represent the city and the state and is hailed as a unique Deccan monument. It is in the midst of Charkaman which are four archaways leading to roads in all four directions of the Charminar monument.
Golconda Fort

Once abandoned by Qutub Shahis, Golconda Fort is one of the most magnificent fortress complexes in India. Seated on a hill on one side and spiraling fort on the other, its location and internal design made it one of the strongest forts in India.
QutbShahi Tombs

Home to various Tombs dedicated to Rulers of QutubShahi dynasty, located at Shaikpet, near Golconda Fort. These are an example of Deccan architecture with large minarets, huge domes, delicate marble designs and multiple inner passages.

Paigah Tombs

These are recently discovered series of mausoleums with unique geometrical sculptures which were no where found in the world. These are located at Chandrayanagutta. Paigahs were noblemen under the reign of Nizams.

Paigah Mosque Spanish Mosque, Begumpet

This Mosque is one of the marvelous mosques present in Secunderabad/ Hyderabad. It's well known among the people because of its amazing architecture. The architecture followed in this mosque is the Andalusian/Spanish Architecture. The mosque was constructed by Sir Vicar-ul-Umra a Paigah Nawab in 1906.

Palaces

Chowmahalla Palace

It was the seat of Asaf Jahi dynasty, where the Nizam entertained his official guests and royal visitors. Initiated in 1750 by Nizam Salabat Jung and designed along the lines of the Shah’s palace in Isfahan, this actually consists of a group of palaces each used as a Durbar Hall. It has now been aesthetically renovated and is also venue for conferences.

Fig. 3.8 Chowmahalla Palace
AsmanGarh Palace

It was designed personally and built by the erstwhile Prime Minister of Hyderabad state Sir AsmanJah in 1885 on a hillock for leisure. Its based on Gothic architecture and is in the shape of a European medieval castle. The palace presently hosts a museum displaying archaeological relics.

Falaknuma Palace

Built by an Italian architect through one of the Paigah nobles, Nawab Viqar al-Umra’, complete in Italian marble. Louis XIV-style decor, a Mughal ambience, Italian marble staircases and ornate fountains. It has now been undertaken by Taj group to develop this as Heritage Hotel.

Fig. 3.9 Falaknuma Palace

Taramati Baradari

Taramati Baradari is a palace located near Gandipetlake, that was built under the reign of Abdullah Qutb Shah, the Seventh Sultan of Golkonda as an ode to his favorite courtesan, Taramati. The baradari with 12 doorways were to allow cross ventilation, considered to be the most ingenious technique at the time. Similar structures like Premavati and Bhagmati can be seen from here.

Purani Haveli - It was the official residence of the Nizam’s parents.

King Kothi Palace - The last Nizam, Mir Osman Ali Khan lived here.

Religious Places

Mecca Masjid - A Symbolic Mosque, Mecca Masjid was built 400 years back during the reign of Sultan Muhammad Qutub Shah, the 6th QutubShahi
Tourism and Travel Techniques

Sultan of Hyderabad. The three arched facades have been carved from a single piece of granite, which took five years to quarry. More than 8,000 workers were employed to build the mosque. Muhammed Qutub Shah personally laid the foundation stone of the ‘mosque’.

Fig. 3.10 Mecca Masjid

Ananda Buddha Vihara - It is a Buddhist tourist destination. Located at Mahendra Hills, it houses meditation hall, a museum and rest houses for monks etc.

Birla Mandir - a Hindu temple made of white marble located on top of a hill overlooking the city.

Fig. 3.11 Birla Mandir
Sanghi Temple - A temple dedicated to Lord Venkateshwara graces a promontory overlooking Sanghi Nagar, near Ramoji Film City.

ChilkurBalaji Temple - It is located at himayatnagar west side of the Gandipet. It is a temple of Lord Venketeshwara.

Museums and Planetarium

Salar Jung Museum: The museum houses the largest one-man collection of antiques in the world. Collections include The Veiled Rebecca and other huge collection of artifacts dating back to a few centuries. A mere day isn’t enough to cover the whole museum. Apart from galleries, there is a reference Library, reading room, publication and education section, chemical conservation lab, sales counter, cafeteria etc.

Fig. 3.12 Salar Jung Museum (Interior)

City Museum: This a newly inaugurated Museum and New Jewel of Tourism in the City. MuffakhamJah, the grandson of the last ruler of Hyderabad State, said that “The history of Hyderabad was always over shadowed as most historians tended to focus on Moghul rule”.

The museum has brought nearly 4,000 years of history of the city, through archaeological evidence such as the neolithic pots, megalithic sites, European styled terracotta figurines, coins of Satvahana period among others.

AP State Archaeology Museum - This is an archeological museum located inside Public gardens.

Birla Science Museum - The science centre is another beautiful structure, reflecting the advances made in science and technology. The interior décor matches
the architectural exterior of the centre built over 10,000 sq ft (930 m2). The centre is host to a number of divisions such as the Planetarium, the Science Museum, and the centre for Applied Mathematics and Computer Sciences.

**Birla Planetarium** - The Planetarium is another magnificent building with a big dome resembling that of the Gol Gumbaz in Bijapur and some of the earliest government structures in New Delhi. A special attraction are the shows which unveil the mysteries of the cosmos and the origins of the universe, comets, eclipses, unidentified flying objects and the clash of titans. The latest addition is the Dinosaurium, which houses a collection of dinosaur egg fossils. The highlight of the museum is a mounted Kotasaurusyamanpalliensis, the remains of a 160 million old dinosaur.

**Parks and Gardens**

**Nehru Zoological Park** - This zoo is a natural habitat housing a large variety of animals, birds, nocturnal species, aquatic and amphibian species. Located close to this is the Mir Alam Sagar, which is proposed to be converted into an Aquarium along the lines of Sentosa, Singapore. Its unique feature is the 21 in-built masonry dams that are jewel shaped, which were built in 1804 by Henry Russle, a French engineer in British service.

**NTR Gardens** - This leisure spot is located beside the IMAX theatre. Situated on 36 acres (150,000 m2) of land adjoining the Hussainsagar, these gardens provide of entertainment and recreation to families and youth alike. It also houses a memorial of Late Shri N.T.RamaRao, former Chief Minister. It is renowned for its creative design which includes tree-top restaurants and architecture.

![Fig. 3.13 NTR Gardens](image)
Indira Park - Indira Park is situated in the Lower Tank bund of Hyderabad city. Indira Park is the newly built park of Hyderabad. Indira Park is spread over 76 acres (310,000 m²) of lush green area and it lies alongside the HussainSagar. It is a pleasant entertainment park for not only the tourists but also the people residing near the Park.

KBR National Park - A sanctuary for Peacocks and Anteaters along with many other species including Monkeys and Snakes, the sanctuary is the green spot of the richest area of the city, Jubilee Hills.

KotlaVijayabhashkara Reddy Botanical Gardens - These gardens located at Kondapur are spread across a sprawling area of 130 acres (0.53 km²), housing different varieties of herbs, plants, trees etc. These gardens provide a complete visual treat to the eyes with water bodies, meadows and rich grasslands - nature at its best. Night Safari Park is adjacent to this.

Lumbini Park - Lumbini Park is a small public, urban park of 7.5 acres (0.030 km²; 0.0117 sq mi) adjacent to HussainSagar lake in the busy Necklace Road area and is one of the popular parks in the city. It is being maintained by Buddha Purnima Project Authority since 2000. The main attractions of this park are the boat rides take you across the lake to give you a closer glimpse of the Buddha statue of Hussainsagar lake and 1500 seater Laserium, the first of its kind in the state. One of the major terrorist acts took place here on 25 August 2007 in which 44 people were killed.

Fig. 3.14 Lumbini Park
Lotus Pond - A beautiful garden built around a pond situated in Jubilee Hills, said to have been designed by an Italian designer. This garden is currently maintained by the Municipal Corporation. It is also home to a few rare species of birds.

Mahavir Harina Vanasthali National Park - Located near Vanasthalipuram, previously it is a hunting (shikari) spot for Nizams it is now a picnic spot for the city people. Nischalvan Eco-tourism project is located here.

Mrugavani National Park - A sanctuary for deer and leopards, it is located en route to Chilkur. The Outer Ring Road passes over (flyover) through this national park which is a thrilling experience.

Public Gardens - Located adjacent to the Lal Bahadur Shastri Stadium, the gardens host the Horticulture department of Andhra Pradesh, the state museum of history and archeology and a sprawling park. Beside this is the Lalithakala Thoranam, which is a venue for various cultural activities.

Other

Ramoji Film City (RFC) - It is the world’s largest integrated film studio cum theme park, at nearly 3,000 acres (8 km²). It is also one of Asia’s most popular tourism and recreation centres. Recently, it has made its way to the Guinness Book of World Records for being the largest film studio in the world. Opened in 1996, it is about 20 min. drive from Hyderabad on Vijayawada Highway.
RavindraBharati - The stage for all performing arts, especially for those enhancing the state and Indian cultures. Shows are held almost every evening throughout the calendar year which include musical and dance performances, drama, award ceremonies and special events of the government.

Necklace road - This popular boulevard lies on the other side of the lake, linking the IMAX theatre and Sanjeevaiahpark. This has become the-place-to-be for the Hyderabads in the evenings. This strip provides a scenic atmosphere with lush lawns and long rows of flower beds. Eat-Street, Water Front are popular restaurants located on this strip. The latest addition to this strip is the Jalavihar, a mini water world designed to soothe your senses. PV Ghat is also situated in memory of Late Shri PV NarasimhaRao.

Laad Bazaar - Also called Chudi Bazaar is on the west of Charminar, and known for its exquisite bangles, jewelry and pearls.

Shilparamam - Located opposite Cyber Towers, HITEC city, it is an arts and crafts village which was conceived with an idea to create an environment for the preservation of traditional crafts such as sculpting wonders from stone, weaving in cotton, silk and gold thread, Dhaka muslin, Kondapalli toys, Bankura horses, gudda-guddis of Punjab, temple arts and a motley of Indian arts and crafts. Close to this is the Shilpakalavedika, a conference hall built with exquisite ethnic decor as well as with all state-of-the-art facilities.
Kesara - Located on east of hyderabad, it was once the capital city of vishnukundin dynasty. One can see the ruins on the hill and in the museum located here. Presently famous for shiva temple.

Rachakonda - Located 30 km from hyderabad, it was once the capital city of Velama kings who ruled during and after kakatiyas up to the rise of Qutubshahis. Old ruined fort is worth visiting for historical interest and for trekking.

Besides, many resorts like Pragati Green Meadows, Golkonda Spa cum Resort, Lahari Resorts, Alankrita Resorts, Dream Valley and recreation spots like Treasure Island, Runway 9, Ocean Park, Mount Opera, Dhola-ri-Dhani make Hyderabad a enjoyable destination for tourists.

Other Man Made Tourism Resources in Andhra Pradesh

KundaSatyanarayana Kala Dhamam: A Mythological Awareness Centre,
Boingiri, Dist. Nalgonda

KundaSatyanarayana Kala Dhamam is created as a centre of artistic and sculptural excellence and an adobe of all divine worlds. It bestows on the visitors the boon of vision of all gods. The wonderful and beautiful sculptures make them recollect the skills of the creator. The KundaSatyanarayana Kala Dhamam is a Mythological Awareness Centre (Padmavyuham) that everyone must see to get transported into a new world of joy. One can have the Darsan of the deities of all the pilgrimage centres of India at this all-in-one Surendrapuri Centre.

The great celestial worlds of Brahmaloka, Vishnuloka, Sivaloka, Nagaloka, Indraloka, Yamaloka, Narakaloka, Patalaloka, Padmavuyaham, Padmaweepam and the myriad holy gods are all seen in this wonder world. They are now not limited to the Puranas of sacred books and can be seen here and now. It is truly a rare opportunity and a boon that give us the pleasures of ephemeral world and divine gods.

The fascinating events of the Ramayana, the Mahabharata, the Bhagavata and other Puranas are carved out as eye-catching sculptures in an unparalleled and unprecedented way employing ultra-modern artistic techniques and they all give us an inexplicable experience. The Churning of the KsheeraSagaram (Milky Ocean) using the Mandara Mount as the staff by the gods and demons, is moulded in a heart-moving way. In the same way, the sculptures of the coming of lord Vishnu along with His weapons and goddess Lakshmi to save Gajendra from the clutches of Crocodile stand as wonderful symbol of devotion.
The 36 Feet high sculptures depicting Lord Krishna enlightening Arjuna with message of the Bhagavad-Gita, showing the armies ready for the Kuruksheta war touch the hearts of the Viewers.

**Hai Land Resort, Guntur**

The Resort is set amidst 12 acres of beautifully landscaped gardens, incomparably designed with the architecture dating back to Buddhist era, seamlessly blending contemporary and traditional style while offering modern facilities. The resort lends itself very well to the twin cities i.e. Vijayawada & Guntur by offering the requisites suitable to a wide array of travelers with over 52 well appointed cottages, 9 boat houses located around a private island of sand.

The rooms are in three categories to suit the needs of discerning traveler whether it be business or pleasure. All the rooms and boat houses will have a bedroom and a private sit-out with a tranquil view of the beautifully landscaped lawns, theme park, bird sanctuary, skating rink, lawn Tennis court and the swimming pools. All the cottages are given individual names that are associated with the life of Gautama Buddha.

**Summary**

Andhra Pradesh is situated on the central portion of the eastern sea-board of the Indian peninsula. The total area of the state is 2,76,814 sq.km. The state holds the unique physical features. The climate of Andhra Pradesh may be described as tropical – monsoon type. Differences of rainfall, both regional and seasonal are more pronounced than differences of temperatures. The natural and man-made tourist centers have been attracting the both domestic and international tourists around the year.

**Short Answer Type Questions**

1. Write any two tributary rivers of Godavari.
2. Write any three natural tourist places of Andra Pradesh.

**Long Answer Type Questions**

1. Describe briefly about the physical features of Andhra Pradesh.
2. Write in detail about the various man made tourist centres of Hyderabad.
Structure

4.1 Evolution of Indian Culture

4.2 Andhra Pradesh Brief history and Culture Features

4.1 Evolution of Indian Culture

The culture of India refers to the religions, beliefs, customs, traditions, languages, ceremonies, arts, values and the way of life in India and its people. India’s languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. Its culture often labeled as an amalgamation of these diverse sub-cultures is spread all over the Indian subcontinent and traditions that are several millennia old.

Regarded by many historians as the “oldest living civilization of Earth”, the Indian tradition dates back to 8000 BC, and has a continuous recorded history since the time of the Vedas, believed variously to be 3,000 to over 5,500 years ago. Several elements of India’s diverse culture, such as Indian religions, yoga, and Indian cuisine, have had a profound impact across the world.

This write-up deals with the evolution of Indian culture and not just Hindu culture. Culture and civilization mutually influence each other and are complementary and supplementary to each other. Language essentially moulds culture. Religion, fine-arts, natural, secular and social sciences, philosophies,
ideologies etc., constitute culture. Literature and texts of all disciplines, arts and skills are off-shoots through language and learning. Language is the medium that conveys all expressions. Experiences, intuitions, understanding, insight, emotions, perceptions, thinking, feelings, knowledge etc., are given form through language. Thus language is backbone for culture. Religion is secondary in this regard.

Sanskrit has been the important medium of culture of India of earlier times. Pali, Paisachi, Brahim, Praakrut etc., were other languages available in ancient India. All ancient Indian Texts of philosophy, sciences, secular sciences, fine-arts are available in these languages.

It is not definitely known when civilization has actually started in India. Whether Vedic culture has pre-existed Harappan civilization and culture is not the subject matter of this article. Also no attempt will be made to decide the chronological order of events or evolution of thoughts and texts of various schools of thought or disciplines or arts or skills or other items.

Upanishads, the end-pieces of the Vedas are the source books of spirituality in India. Buddhism, Jainism, Chaarvakism are other famous and popular non-vedic cultures. Ancient Indian spiritual texts, texts of secular sciences and the like have evolved in unison influencing one another.

The evolution of Indian culture will be followed here by observing the evolution of spiritual texts, religions, social institutions, social and political philosophies, social justice movements, which have influenced the origin, being and advancement of various schools of thought and cultures. Spirituality and religion are not taken as one and the same. Hindu religion has many contours and denominations and is a spectrum of thoughts. Buddhism, Jainism and other non-vedic thoughts and religions which do not accept the authority of the Vedas have their own system of thoughts and hence culture. Brahmanism is the chief ism of Hindu culture. The word Hindu itself is the mispronunciation of the word Sindhu (Indus).

Dr. Radhakrishnan has stated that there is a Hindu way of life and not necessarily a Hindu religion. Theology and rationalism are two wings of Indian culture. Both have been flourishing influencing each other simultaneously, and also individually and independently. Upanishads though have been commented theologically by many eminent seers and saints, the sages and seers of the Upanishadic expressions have clear idea of what they are professing. They know that the Upanishadic insight they have revealed and texts composed are texts of science on human mind and has nothing to do with the existence of God. They very unambiguously stated that “Gods” are inventions of and created by, humans.
Brahmanism has given a social structure together with cultural and spiritual elements embedded in it. Buddhism, Jainism, Chaarvaakism, VeeraSaivism, VeeraVaishnavism are both spiritual and social movements. Later social justice movements of the South [PeriyarRamaswamy (Tamilnadu), Sri Narayanaguru (Kerala)], dalit movements of other parts of India are all labeled and liked to be called rationalist movements. Except for VeeraSaivism, VeeraVaishnavism, and Sri Narayana Guru’s movement, rest of the schools of thought are atheistic. They take pride in criticizing and sometimes ridiculing theism.

Gandhism has tried to combine spiritual and social elements taking truth and non-violence as basis and basics. Communism and radical humanism are recent additions to atheist schools of thought and developed their own cultures. The gender has also divided individuals and encouraged to start the culture of feminism and women’s liberation. Terrorism and Naxalism which kill fellow human-beings with impunity have evolved as cultures in their own way.

The Jewish and Persian (Parsi) cultures have their own Indian flavor. The western culture has found favor with people of “modern outlook” and our urban youth and elite are currently aping it joyfully. All these isms constitute and consist of present Indian culture. Sanskrit, which contains not merely texts of Brahmanism but also of Buddhism, Jainism and Chaarvakism, is unfortunately equated and identified with a single community and many do not like that language only for this reason and hence the culture associated with it.

The evolution and development of different regional languages have produced their own cultures confined to a particular geographical area. Chauvinism has mushroomed around regionalisms and regional languages, claiming to have separate culture. The culture created and sustained by Brahmanism is no longer popular and many criticize it for its bias towards a particular community. i.e., Brahmans. Brahmans have been and are severely criticized for creating and perpetuating a culture which allowed them to “exploit” other social sections. The truth in this criticism is debatable. Under this pretext they now are relegated to live a life of secondary citizens losing all rights for their just inclusion in the affairs of the state and the society. Of course all this is the result of evolution of Indian culture influenced sequentially over centuries by Buddhism, Jainism, Chaarvakism and other medieval and modern “rationalist” movements and cultures.

All the rational schools of thought mentioned earlier are striving to redress the sufferings of people. All of them invariably denounce Brahmanism for its “irrational” expressions. How far all these rationalist cultures spread over India in different denominations have been able to address the concerns and welfare of the citizens as a whole is another matter.
The invasions of Muslims have started Islamic culture and it has evolved in India in a unique way forming part of Indian culture. Then Sikhism has born and spread its own culture and religion. Christianity then entered and has an influential role in the design of culture of many Indians. Thus Indian culture is now a combination of many religions and isms evolved over a period of time.

Indian culture has evolved around the Upanishads and related spiritual texts, Brahanism, Buddhism, Jainism, Charvakism, VeeraSaivism, VeeraVaishnavism, Islam, Sikhism, Christianity, social justice movements, communism and radical humanism. Indian culture also has nucleus in regional languages and regions. All these give diversity and of course divisions to Indian culture.

The so called Hindu culture is also not unique. Various cults have been formed around the teachings of various seers, saints, sages, Babas, Ammas, Swamis, Sadhus and the like and currently there is no agreement among these cults and all of them individually claim to be different. Now we can not pointedly say this is Hindu culture. Many divisions, diversions and estuaries are formed to the Hindu culture and all of them have to be referred to when referring to Hindu culture. Some of these divisions claim to represent a religion different from Hindu religion for various purposes. Caste divisions have perpetuated their own cultures. Around these caste divisions many individuals have developed vested interests and are assiduously cultivating them for political and personal interests.

Political empires and Dynasties have been developed around caste, region, language, religion, ideology and the like divisions and Indian culture is also made to contain social justice, political, ideological aspects in addition to religious and spiritual aspects.

Language is stated as forming the basis of culture in the beginning of this article. Language, sometimes, seems to be a more and better unifying force than religion. In Tamilnadu and Kerala Muslims and Christians speak the regional languages, whereas in other parts of India Muslims speak Urdu and Christians English.

The North-Eastern India has its own unique regional as well as Christian culture. Attempts by some political parties to unite Indians by a religion have not been successful. But divisions by caste have yielded useful results to many caste leaders.

So Indian culture is not unique and no single religion, caste, region, language, or ideology has monopoly over it. We have enough divisions to be exploited by narrow-minded politicians and chauvinistic caste, regional, ideological and
religions and individuals who want to cash on our divisions and no one attempts to integrate us emotionally. Still we are able to survive as one nation is surprising. May be there is an underlying unifying culture which is Indian and not specifically of any single religion, caste, language, region, or ideology and is spiritual in essence. Let it flourish and let us live in peace.

4.2 Andhra Pradesh Brief History

Andhra Pradesh is one of the states of the country, which takes pride in its rich historical and cultural heritage. A peek into the History of Andhra Pradesh can give an idea of the glorious past the state has witnessed. The brief history of Andhra Pradesh can be classified into four prime periods.

The origin

Historians believe that the original people of Andhra Pradesh were Aryans. They migrated to the south of Vindhyas and there they mixed up with other races. A major part of Emperor Ashoka's kingdom, Andhra Pradesh was an important Buddhist center of that time. Several places in the state still bear the traces of the Buddhist culture and influence.

The earlier period

The Satavahana dynasty is perhaps the earliest dynasty that ruled in Andhra Pradesh. This was during the second century B.C and they were also known as the Andhras. Amravati, on the banks of river Krishna was their capital. They promoted national and international trade and were great followers of Buddhism. After the end of the Satavahana reign, the state was ruled by the Pallavas, the Chalukyas, the Cholas and the Kakatiyas respectively.

The period of Muslim expansion

The Kakatiya dynasty was uprooted in 1323, following the capture of their ruler by Tughlak Sultan of Delhi. After the end of the Kakatiya dynasty, few local kingdoms rose to power in different parts of the kingdom. Among these, the Vijayanagar kingdom was the most powerful one. The great king Krishnadeva Raya belonged to that kingdom. After failing time and again against the Vijayanagara empire, the kingdom was finally captured by the Muslim invaders. In the middle of the 16th century, the state saw the emergence of the QutbShahidynaty. They were defeated by the Mughals, to be precise by Aurangzeb's son. In 1707, Hyderabad was declared independent and went under the rule of the Nizams. The Nizams were great allies of the British and they helped the Europeans to defeat Tipu Sultan of Mysore.
The post independence period

After the Indian independence, Andhra Pradesh became the first state to be formed on the basis of language. The Telegu speaking people were given twenty one districts, out of which nine were in the Nizam’s Dominions and the rest in the Madras Presidency. However following an agitation in 1953, eleven districts of the Madras state were taken to form a new Andhra state with Kurnool as its capital. Nine districts under the Nizam were later added to form the enlarged state of Andhra Pradesh in 1956. Hyderabad became the capital of the state, which is one of the most technologically advanced cities of the modern India.

Cultural Features

**Culture of Andhra Pradesh** state in India has many aspects to it.

Andhra’s cultural history can be summarized under the sections of Art, Architecture, Literature, Cuisine, Clothing and Religion/Philosophy.

**Art:** Annamayya, TyagaRaja, Kuchipudi summarize the rich artistic traditions of Andhra Pradesh. Contributions of Annamacharya and Tyagaraja to the “grammar of sound” made Telugu language the preferred language of composition for Carnatic Music and made Andhra Pradesh the mother of all modern music. Their influence not only on Carnatic but global classical music and the organisation of sound as a medium of emotional resonance has no parallel in human history. Kuchipudi as a refinement of the ancient Tamil art of Bharathanatyam, and in the context of the unique religious and cultural traditions of Andhra Pradesh stands on par with all the great global traditions of Classical Dance.

**Architecture:** There are three distinct and rich architectural traditions in Andhra Pradesh. The first traces back to the building of the legendary city of Amaravathi under Satavahanas. This unique style of architecture emphasizes the use of intricate and abstract sculpture with inspiration from religious themes. The second tradition draws on the enormous granite and lime stone reserves of the region and is reflected in the various temples and forts built over a very long period of time. The Temples and the ruins of Warangal stand as examples to this tradition. The third tradition is the Hyderabadi tradition, that emerged as fusion
of local artistry with the rich Persian architectural traditions and tastes of the various nizams of Hyderabad. Charminar and the countess palaces of Hyderabad exemplify this genre of architecture.

**Literature:** As a recognized ancient language, Telugu has a rich and deep literary culture. Nannaya, Tikkana, Yerrapragada, Srinatha, Pothana, Molla_(poet), and Tarikonda_Venkamamba made Telugu language “The Italian of the East” - lingua franca for religious, musical composition and philosophy. The contributions of Charles_Phillip_Brown, Gurram_Jashuva, Sri_Sri_(writer) and Viswanatha_Satyanarayana made Telugu a vibrant and evolving modern language. The contributions of various Telugu/Tamil/Sanskrit grammarians to the formalization of English Grammar gave Telugu Literary traditions a truly global reach.

**Cuisine:** Andhra Pradesh culinary traditions are some of the richest in the world. BandharLaddu, Avakaya, Gongura, Pulusu, pappucharu, jonna kudu, bobbattu, kaza, arisa ..etc. draw on unique spices and rich fruit and vegetable harvests of the region. Various sauces and ancient bread making techniques that use a very diverse and rich variety of pulses are a testament to ancient Telugu culinary innovation. It is rumored that Roman king Nero lamented Romans paying more to the Chilli farmers of Andhra Pradesh than to Roman treasury as taxes during the effort to rebuild Rome after the great fire. It is documented that he banned all imports from Andhra Pradesh during Rome rebuilding era. Andhra Pradesh spice trades and their ancient global trading traditions are considered the precursors to modern option-and-derivatives pricing models for commodities. Rich wine making traditions are evident in the Thatikallu and EthaKallu produced by the region to this day. Modern innovations to Telugu cuisine happened as a fusion of the spicy culture of Telugus and oven/hearth traditions of Persian cooking to form the modern HyderabadiBiriyani tradition.

**Clothing/Fashion:** Andhra Pradesh is home to some of the finest historical cloth making/fashion and dyeing traditions of the world. Its rich cotton production, with its innovative plant dye extraction history stand next to its diamond mining, pearl harvesting and jewellery traditions to form an impressive fashion tradition that has stood the test of time. The ancient Golconda mine is the mother of the numerous legendary gems such as the Koh-i-Noor and Hope_Diamond. Andhra Pradesh had a virtual monopoly in the global jewellery industry till 1826 (founding of the diamond mines in Rhodisia - Africa) and eight of the 10 most valuable jewellery pieces on earth today trace their history back to Andhra Pradesh. Voni (half saree), Sarees made in Kalamkari, Bidri, Nirmal paintings, fascinating weaves from Pochampalli, Gadwal, Venkatagiri are the result of this time tested (3000 year) fashion tradition. Vaddana, Aravanke, Kasula haram, buttalu and
various standard gold jewellery designs are fine examples of this continuously evolving ancient tradition.

**Religion and Philosophy:** These contributions can be classified into four distinct eras. Ancient Buddhist traditions of Andhra Pradesh, Medieval Hindu traditions, Modern Islamic-Hindu fusion traditions and the currently emerging Hindu-Christian fusion traditions. Dharanikota, NagarjunaKonda monasteries and the associated literary contributions stand as a testaments to Andhra Pradesh’s central role in the evolution of Ashokan Buddhism. Tirupathi, the associated religious traditions of Lord Venkateswara as a personification of the merger of various Shivite and Vaishavite Hindu traditions stands as a testament to the rich and progressive religious-philosophical schools of Andhra Pradesh. The contributions of Andhra Religious traditions to Bakthi Movement (Fusion movement for Islamic, Hindu and Buddhist Traditions) inspired numerous world renowned modern secular philosophers like Jiddu Krishnamurti to draw on this rich and progressive intellectual tradition of religion and philosophy. A living history of this rich tradition is daily visible in the lives of the people of this region and historic snap shots are frozen into stone at various times on the walls of these temples: http://www.templenet.com/andhra.html. Telugu arts and literature are an embodiment of this vibrant philosophical tradition.

It is said the African-Egyptian traditions of monument building, Arab traditions of conquest, Western traditions of exploration, Persian traditions of Governance, Chinese traditions of productivity and Telugu traditions of culture summarize the entirety of human accomplishment.

**Cuisine**

The cuisine of Andhra Pradesh is reputedly the spiciest of all Indian cuisine. There are many variations to the Andhra cuisine depending on caste, geographical regions, traditions etc. Pickles and chutneys, called pachchadi in Telugu are particularly popular in Andhra Pradesh and many varieties of pickles and chutneys are unique to the state. Chutneys are made from practically every vegetable including tomatoes, brinjals, and roselle (Gongura). The mango pickle Aavakaaya is probably the best known of the Andhra pickles.

Rice is the staple food and is used in a wide variety of ways. Typically, rice is either boiled and eaten with curry, or made into a batter for use in a crepe-like dish called attu (pesarattu) or dosas.

Meat, vegetables, and greens are prepared with different masalas into a variety of strongly flavored dishes.
Hyderabadi cuisine is influenced by the Muslims who arrived in Telangana in the 14th century. Much of the cuisine revolves around meat. It is rich and aromatic, with a liberal use of exotic spices and ghee. Lamb, chicken and fish are the most widely used meats in the non-vegetarian dishes. The biryani is perhaps the most distinctive and popular of Hyderabadi dishes.

JayapaSenani (JayapaNayudu) is the first person who wrote about the dances prevalent in Andhra Pradesh. Both Desi and Margi forms of dances...
have been included in his Sanskrit treatise ‘NrityaRatnavali’. It contains eight chapters. Folk dance forms like Perani, Prenkhana, SuddhaNartana, Carcari, Rasaka, DandaRasaka, Shiva Priya, KandukaNartana, BhandikaNrityam, CaranaNrityam, Chindu, Gondali and Kolatam are described. In the first chapter the author deals with discussion of the differences between Marga and Desi, Tandava and lasya, Natya and Nritta.

Classical dance in Andhra can be performed by both men and women; however women tend to learn it more often. Kuchipudi is the state’s best-known classical dance forms of Andhra Pradesh. The various dance forms that existed through the states’ history are ChenchuBhagotham, Kuchipudi, Bhamakalapam, Burrakatha, Veeranatyam, Buttabommalu, Dappu, TappetaGullu, Lambadi, Bonalu, Dhimsa, and Kolattam.

Festivals

- Sankranthi in January.
- MahaShivaratri in February/March.
- Ugadi or the Telugu New Year in March/April.
- Rama Navami celebrated in March/April 9 days after Ugadi.
- VaralakshmiVratham in August.
- VinayakaChavithi in August.
- Dasara in September/October.
- AtlaTadde 3rd day in bright half of Aswiyuja month (falls in September/October in Gregorian calendar)
· Deepavali in October/November.
· Bonalu in Sravanam. (Celebrated in Telangana region).
· Bathukamma celebrated during September/October in Telangana region.

Literature

Telugu literature is highly influenced by Sanskrit literature and Hindu scriptures. Nannayya, Tikkana, and Yerrapragada form the trinity who translated the great epic Mahabharatha into Telugu. BannameraPotana is another great poet from Orugallu (Now Warangal) famous for his great classic Sri MadandhraMahaBhagavatamu, a Telugu translation of ‘Sri Bhagavatham’ authored by Veda Vyasa in Sanskrit. Nannayya derived the present Telugu script(lipi) from the old Telugu-Kannada script. Emperor Krishna Deva Raya wrote Amuktamalyada and also made the famous statement : “DesaBhashalandu Telugu lessa” meaning “Telugu is the sweetest amongst all Indian languages”. Philosophical poems by Yogi-Vemana are quite famous. Modern writers include Jnanpith Award winners Sri ViswanathaSatyaNarayana and Dr. C. Narayana Reddy. Revolutionary poets like SriSri and Gaddar are popular.

Urdu Literature

Mohammad QuliQutub Shah was the first DeewanShayar of Urdu Literary History. MakhdoomMohiuddin regarded as revolutionary poet. Hyderabad boasts of many classical Urdu writers comprising wide sectors of Deccani Urdu Literature. Some of them are Wali Mohammed WaliDakhni, AmjadHyderabadi, CharaghHyderabadi, SulemanAthharJaved, AslamFarshori, Ahmadnisar, BarqKadapavi, QamarAmeeni, and others. AqeelHashmi is also considered a pioneer in Urdu Literature. Having done his Ph.D from Osmania University, he has compiled various Urdu literatures including Mauj-e-Nazar, Misbah-e-tasawwuf and the Natiya compilation “Kileed-e-Maghfirat”, which are his poems in praise of the Islamic prophet, Muhammad.

Summary

The culture of India refers to the religions, beliefs, customs, traditions, languages, ceremonies, arts, values and the way of life in India and its people. India’s languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. The evolution of Indian culture will be followed here by observing the evolution of spiritual texts, religions, social institutions, social and political philosophies, social justice movements, which have influenced the origin, being and advancement of various schools of thought and cultures. Andhra Pradesh is one of the state of the country, which takes pride in its rich historical and cultural heritage. A peek into the History of Andhra
Pradesh can give an idea of the glorious past the state has witnessed. **Culture of Andhra Pradesh** state in India has many aspects to it. Andhra’s cultural history can be summarized under the sections of Art, Architecture, Literature, Cuisine, Clothing and Religion/Philosophy.

**Short Answer Type Questions**

1. Which elements comes under the culture.
2. When was Andhra Pradesh state formed.

**Long Answer Type Questions**

1. Write the main features of Indian culture.
2. Explain briefly about the history of Andhra Pradesh.
Structure

5.1 Meaning and importance of heritage
5.2 World heritage site and selection criteria
5.3 The Indian monuments and architects

5.1 Meaning and importance of heritage

World Heritage Areas embody the diversity of the planet, and the achievements of its peoples. They are places of beauty and wonder; mystery and grandeur; memory and meaning. In short, they represent the best Earth has to offer. The pyramids of Egypt, the Great Wall of China and the Taj Mahal are some of the most outstanding examples of humanity’s cultural achievements. The Great Barrier Reef, the Galápagos Islands and Serengeti National Park are among the world’s greatest natural treasures. All of these places are on the World Heritage List.

In 1972, worldwide concern over the potential destruction of the Earth’s cultural and natural heritage led the United Nations Educational, Scientific and Cultural Organisation (UNESCO) to establish an international treaty called the Convention Concerning the Protection of the World Cultural and Natural Heritage. More commonly known as the World Heritage Convention, it aims to identify, celebrate and protect the Earth’s irreplaceable natural and cultural
heritage, and to ensure it is conserved for all people, for all time. The inscription of a place or property on the World Heritage List is a powerful tool for its protection. World Heritage listing also has other benefits.

**Importance**

1. It can be very comforting to know where one’s people came from, and how they struggled to attain their goals.
2. It has practical benefit, such as knowing whether you are likely to carry hereditary diseases.
3. There is room for pride, but not bigotry.
4. People who have studied genealogy seem, to me, well-informed in other areas, too.
5. It reminds us how precious things from the past are — the vast majority of Americans live in houses that are less than 75 years old, and have few if any heirlooms (family bible, antique furniture) that are less than 75 years old. That isn’t quite three generations.
6. In most of our cases, knowing “where you came from” helps fend off snobbishness and swell-headedness.

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**5.2 World Heritage Sites and Selection Criteria**

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

Until the end of 2004, World Heritage sites were selected on the basis of six cultural and four natural criteria. With the adoption of the revised Operational Guidelines for the Implementation of the World Heritage Convention, only one set of ten criteria exists.

**Selection criteria**

i. To represent a masterpiece of human creative genius;

ii. To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
iii. To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;

iv. To be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

v. To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

vi. To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);

vii. To contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

viii. To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

ix. To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;

x. To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

The protection, management, authenticity and integrity of properties are also important considerations.

Since 1992 significant interactions between people and the natural environment have been recognized as cultural landscapes.

5.3 The Indian monuments and architects

The United Nation Educational Scientific and Cultural Organisation (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. The world heritage list includes 830 properties forming part of the cultural and natural heritage which the world heritage committee considers as having outstanding universal value. These include 644 cultural, 162 natural
and 24 mixed properties in 138 states parties. There are total 26 properties identified as cultural heritage by UNESCO in India.

**Ajanta Caves (1983)**

The Buddhist caves in Ajanta contain some of India’s most significant paintings. The 29 caves were excavated beginning around 200 BC, but they were abandoned in the 650 AD in favour of Ellora. Five of the caves were temples and 24 were monasteries, thought to have been occupied by some 200 monks and artisans. The Ajanta caves were gradually forgotten until their rediscovery by a British Tiger hunting party in 1819.

**Ellora Caves (1983)**

The Buddhist, Hindu and Jain caves at Ellora, carved between 600 and 1000 AD include 34 monasteries and temples dug side by side in the wall of a high basaltic cliff not far from Aurangabad. It seems that the caves were started by the Buddhist builders of Ajanta when they deserted that site, but later non Buddhist caves were created simultaneously in a flowering of creative competition between the different religions.

**Agra Fort (1983)**

The foundation was laid by Emperor Akbar in 1565 AD, this huge fort is made of red sand stone. It houses the pearl mosque and many other noteworthy structures such as the Jahangir palace or the Khas Mahal, built by Shahjahan.

**Taj Mahal (1983)**

The Mogul emperor Shah Jahan had this immense funerary mosque of white marble built between 1631 and 1648 in memory of his favorite wife.

**Sun Temple, Konark (1984)**

Built in the 13th century, this temple was dedicated to the Sun God and was originally designed in the form of his chariot.

**Group of Monuments at Mahabalipuram (1984)**

The great Pallava rulers built these monuments in the period of 630-800 AD.

**Kaziranga National Park (1985)**

Located in Assam, this is one of the last areas in northern India undisturbed by man. The largest population of one horned rhinoceroses in the world inhabits Kaziranga park.
Manas Wildlife Sanctuary (1985)

Endangered species including the golden langue, hispid hare and pygmy hog live in this world life sanctuary.

Keoladeo National Park (1985)

This park was once a duck hunting reserve of the Maharajas. Today it is one of the major wintering areas for large number of aquatic birds from Afganistan, Turkmenistan, China and Siberia. Some 364 species of birds, inluding the rare Siberian crane, having been recorded in the park.

Churches and Convents of Goa (1986)

The churches in Goa, of many different religious denomination illustrate the evangelization of Asia.

Group of Monuments at Khajuraho (1986)

These Hindu temples were constructed between the 9th and 12 centuries.

Group of Monuments at Hampi (1986)

Last capital of the last great hindu kingdom of Vijayanagar.

Fatehpur Sikri (1986)

The “City of Victory” was Akhar’s capital for approximately 12 years. Akbar selected Sikri as the seat of his government believing it to be auspicious for himself. He experimented both with architecture and art and built a city expressing his ideals and vision. The finest monuments within his area are the Diwani-i-Am, Diwani-i-khas, Panch House, Panch Mahal, Buland Darwaza and tomb of Saint Shaikh Salim Chisti and the Jama Masjid (one of the largest mosque in India)

Group of Monuments at Pattadakal (1987)

Pattadakal, in Karnatakta, represents the high point of an electric art which in the 7th and 8th centuries under the Chalukya dynasty, achieved a harmonious blend of architectural form from northern and southern India. An impressive series of nine Hindu temples, as well as Jain sanctuary, can be seen there. One master priece from the group stands out - the temple of virupaksha, built by Queen Lokamahadevi to commemorate her husband victory over the kings from the south.
Elephanta Caves (1987)

On an island in the Oman sea near bombay are four rock-cut temples on Elephanta Island. Thought to have carved out between 450 and 750 AD they survived portuguese vandalism and remain equal in size, beauty and power to the caves at Ajanta and Ellora. The main cave contains large sculpted panels relating to Siva, including his marriage to parvati, the killing of andhakasura and the six meter high triple headed trimurti, in which siva embodies the roles of creator, preserver and destroyer.

Sundarbans National Park (1987)

The mouths of the ganges form the world largest delta and part of this vast mangrove swamp, some 100 km south of Calcutta, is a 2585 sq-km wild life reserve. Part of Project tiger, Sundarbands has one of the largest tiger population of any of India’s parks.


Strong winds, daily drizzle and regular heavy snowfall have created a unique climate and hence a distinctive flora and fauna in this largely inaccessible region. Notable fauna include the musk deer, leopard, himalayan black bear and the snow partridge.

Buddhist Monastery at Sanchi (1989)

The first monuments were erected between 272 and 237 BC during the reign of Asaka. Construction continued up until the 12th century.

Humayun’s Tomb, Delhi (1993)

Humayun was the second Moghul emporer. His tomb was built in the mid 16th century by Haji Begum, wife of Humayun. It comprises a squat building with high arched entrances toped by a bulbous dome and surrounded by formal gardens. The gardens also contai nthe red and white sand stone and black and yellow marble tomb of Humayun’s wife and the tomb of Humayun’s barber.

Qutub Minar and Associated Monuments, Delhi (1993)

Qutub Minar is a 73 meter high victory tower, built in 1193 by Qutub-ud-din immediately after the defeat of Delhi last Hindu kingdom. It symbolises islamic rule of the city. The tower tapers from 15 meters in diameter at the base to 2.5 meters at the top. The stairs inside the tower coil very steeply and the inside of the tower has been closed to visitors since a stampede during a school trip in 1979 resulted in a number of deaths.
Darjeeling Himalayan Railway (1999,2005)

The Darjeeling Himalayan Railway opened in 1881, while the Nilgiri Mountain Railway, though proposed in 1854, was begun in 1891 and completed in 1908 due to the difficulty of the mountainous location which scales an elevation of 326 m to 2,203 m. The ‘Darjeeling Himalayan Railway’ which was previously inscribed on the world heritage list, is part of the mountain railways of India.

Mahabodhi Temple Complex at Bodhgaya (2002)

The Mahabodhi Temple Complex is one of the four holy sites related to the life of the lord Buddha, and particularly to the attainment of enlightenment. The first temple was built by Emperor Asoka in the 3rd century B.C. and the present temple dates from the 5th or 6th centuries. It is one of the earliest Buddhist temples built entirely in brick, still standing in India, from the late Gupta period.

Rock Shelters of Bhimbetka (2003)

Located in Madhya Pradesh, Bhimbetka is where the earliest known traces of human life in India was found. Stone age rock shelters and paintings date back 9,000 years.

Chhatrapati Shivaji Terminus (formerly Victoria Terminus Station (2004)

Frederick stevens designed the main train station in Bombay for the Great Indian Peninsular Railway. It opened in 1887 in time to celebrate Queen Victoria’s Golden Jubilee. The style combines the Venetian Gothic popular in England at the time with elements of Indian architecture and is built in the local red sandstone. A thirteen foot personification of progress, raising her arm toward the skies, tops the central dome.

Red Fort Complex (2007)

The Red Fort is a 15th century fort complex constructed by the Mughal emperor Shahjahan in the walled city of Old Delhi (in present day, Delhi). It served as the capital of the Mughals until 1857, when Mughal emperor Bahadur Shah Zafar was exiled by the British Indian Government. The British used it as a military camp until India was made independent in 1947. It was designated a UNESCO world heritage site in 2007.

Summary

World Heritage Areas embody the diversity of the planet, and the achievements of its peoples. They are places of beauty and wonder; mystery and grandeur; memory and meaning. In short, they represent the best Earth has to offer. Heritage has its own importance in a country towards holding various
heritage sites, which are very pride to the country people. The World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. Keeping in view the grand and rich look of our art and architecture, the UNESCO has identified different historical, religious and cultural tourist centers in India.

**Short Answer Type Questions**

1. Define heritage.

2. Write any two UNESCO identified Indian heritage sites.

**Long Answer Type Questions**

1. Write the importance of heritage sites in a country.

2. Explain in detail about the criteria for selection of heritage sites.
6.1 Managing Heritage

Heritage place means a place with recognised heritage values. ‘Place’ is defined in the Burra Charter as ‘site, area, land, landscape, building or other work, groups of buildings or other works’. A place may include components, contents (fixtures, fittings and objects), spaces and views. Places can be small – a single tree or structure – or large such as a town precinct, a cultural landscape or a complex of buildings.

Heritage places can have both natural and cultural features of value. Natural features can include remnant bushland, native animal species, geological formations, or bodies of water. Some places will also have ‘intangible’ aspects that are integral to their heritage significance. ‘Intangible’ aspects can include traditions, events, rituals and practices that are associated with the place.
Key Elements for effective Heritage Management:

1. Heritage Walks in the towns/cities for public awareness on heritage site protection.
2. INTACH Seminars/Workshops to bring the student awareness on heritage sites.
3. Take up the cleanliness programs at heritage sites.
4. NGO’s involvement in the activities.
5. Huge Govt. financial support.

6.2 Protection Conservation & Preservation of Cultural Heritage

Conservation-restoration, also referred to as conservation, is a profession devoted to the preservation of cultural heritage for the future. Conservation activities include examination, documentation, treatment, and preventive care. All of this work is supported by research and education. The traditional definition of the role of the conservator involves the examination, conservation, and preservation of cultural heritage using “any methods that prove effective in keeping that property in as close to its original condition as possible for as long as possible. The conservator aims to take into account the views of the stakeholder and to apply their professional expertise accordingly.

There are two areas of conservation, these being:

1. Preventive Conservation

Many cultural works are sensitive to environmental conditions such as temperature, humidity and exposure to light and ultraviolet light. They must be protected in a controlled environment where such variables are maintained within a range of damage-limiting levels. Shielding from sunlight of artefacts such as watercolour paintings for example is usually necessary to prevent fading of pigments.

2. Interventive Conservation

Interventive Conservation refers to any act by a conservator that involves a direct interaction between the conservator and the cultural material. These interventive treatments could involve cleaning, stabilizing, repair, or even replacement of parts of the original object. It is essential that the conservator should fully justify any such work. Complete documentation of the work; carried out before, during, and after the treatment rules out chances of later doubts.
Towards Indian Monuments

India has the pride possession of the cultural heritage in the form of temples, stupas, monoliths, monasteries, etc., some of which are over two thousand years old. These monumental edifices of the past are scattered all round the country in different and sometimes extreme climatic conditions. Being vestiges of the past they have to be protected as per the laws of protection in vogue in the country and have to be well kept and preserved to be handed down to the posterity in the reasonably well preserved conditions. The entire process required detailed examination of each and every movement taken into consideration the material used in the initial construction work. The work of conservation/preservation has to be taken up thereafter.

The work while tracing the genesis and evolution of the idea of structural conservation and chemical preservation in different Silp texts, also deals with the fundamentals of such works which includes retaining the original character of the building while carrying out the repairs and renovation etc. The environmental development of the of the cultural heritage has been of considerable importance, particularly in view of the urbanization of even the remote localities in which such edifices are located. An attempt has therefore been made to deal with the subject with its historical perspective. The genesis and evolution of the antiquarian laws in the country in vogue since the advent of British Rule with their historical background have also been highlighted in sufficient details, which would make the work quite interesting and useful for all concerned.
6.3 Marketing for Heritage

Tourism is a form of modern cross-cultural communications and relations and one of the reasons for traveling is heritage and heritage sites. The concept of heritage as the main carrier of historical values from the past means that it is seen as part of the cultural identification of society. This combination of tourism and experienced heritage sites leads to “heritage tourism” which is one of the fastest-growing segments of the travel and tourism industry that can bring many benefits to tourists and economic benefits to local communities.

Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members who have distant family roots there. Marketing is therefore concerned to identify suitable target markets or audience for a product or service (which may be developed or enhanced, once the needs of the market have been understood) by using the process of market segmentation.

The principle of anticipation comes from economics and states that ‘demand is always in anticipation of supply’; this means that, to a certain extent, one cannot know whether the product or service will be successful until it has been consumed. Satisfying the market can take on many different forms and is part of the targeting process through the appropriate use of marketing communications.

The essence of the heritage marketing process, then is to find out what the consumer wants and to deliver it, subject to any constraints that might prevail, such as the need to protect parts of a heritage site or historical property because of the increased wear and tear resulting from the extra footfall stimulated through marketing initiatives. This example is typical of the balance that many heritage providers must achieve; particularly in relation to the built environment, i.e., the marketing activities should be designed to stimulate demand and satisfy the consumer but not to the detriment of that which needs to be preserved for future generations.

5.4 INTACH

The Indian National Trust for Art and Cultural Heritage (INTACH) is India’s largest non-profit membership organization dedicated to conservation and preservation of India’s natural, cultural, living, tangible and intangible heritage. Its mission is to:

- Sensitize the public about the pluralistic cultural legacy of India;
• Instill a sense of social responsibility towards preserving our common heritage
• Protect and conserve our living, built, and natural heritage by undertaking necessary actions and measures;
• Document unprotected buildings of archaeological, architectural, historical and aesthetic significance; and cultural resources, as this is the first step towards formulating conservation plans;
• Develop heritage policy and regulations, and make legal interventions to protect our heritage when necessary;
• Provide expertise in the field of conservation, restoration and preservation of specific works of art; and encourage capacity building by developing skills through training programs;
• Undertake emergency response measures during natural or manmade disasters, and support local administration whenever heritage is threatened;
• Foster collaborations, Memoranda of Understanding (MoUs) and partnerships with government and other national and international agencies; and
• Generate sponsorships for conservation and educational projects.

Aims & Objectives

INTACH Centre for Conservation Training and Capacity Building is envisioned to be a centre of excellence for training and capacity building in the conservation and management of cultural heritage in India. The Centre aims to strengthen the implementation of the mission and objectives of INTACH across the sub-continent and in the wider international context. It is the first of its kind in the country, running programmes for training and capacity building in all aspects of heritage conservation and management. The Centre is based at the INTACH headquarters in Delhi and complements the initiatives and activities taken up by other Divisions and Centres run by INTACH.

The main objectives of the Centre are to:

• Encourage capacity building by developing skills through training programmes,
• Develop guidelines for conservation training at various levels,
• Promote and undertake research and documentation of traditional knowledge systems and building craft skills,
• Offer special courses on conservation and management of cultural heritage places,

• Connect the training and capacity building needs and potentials across the Divisions and Chapters of INTACH.

ICCTCB will focus on the training needs and capacity-building potentials of conservation specialists; academic institutions; authorities, departments and organizations (Government and Non-government); craftspeople and the general public and communities. The inter-disciplinary nature of courses and programmes offered by the Centre will encourage a wide range of participants from within the sub-continent and overseas. The Centre will work in tandem with other divisions, units, centres and chapters set up by INTACH and respond to national, regional and local needs, concerns and potentials.

**Role and Activities**

The long term goal of INTACH and its chapters is to realize the objectives as stated in the memorandum of association of the society/trust, in the short term of ten years is to realize the following goals:

• Widen and strengthen its base of membership

• Energize and activate members

• Have periodic meetings and interaction amongst members

• Develop into a highly competent and efficient organization in all matters concerning preservation and conservation of art and cultural heritage by building the requisite professional and other skills.

• Become the primary advisor in the matter of preservation and conservation of art and cultural heritage to institutions within the government and outside, especially institutions of decentralized governance

• Put into place an effective system of networking with other like minded organization and build a mutual support system

Each Chapter is unique and the programmes and activities that it takes up will be determined by the core interests of its members, the local priorities and problems, and the resources that they can gather for the purpose. However, there are certain areas which should be of interest to every Chapter. These are:

Develop a data base which should have an inventory of
a. Organizations/institutions/individuals (both governmental as well as non-governmental) who are engaged in activities related to preservation and conservation of the art and cultural heritage of the area or who could help in implementing such activities. The information should be not only in respect of the name, address, telephone number, TAX number, e-mail address, but should also briefly but clearly, mention the particular activity related to preservation and conservation of art and cultural heritage of the area that it is engaged in. The inventory should reflect the local resource that is available and which can be drawn upon when needed.

b. Fairs and festivals and similar annual or periodical events which are observed in the Chapter area and where people congregate in large numbers. The inventory should furnish the location, the month and the day and the particular significance of the event, and the range of people that participate in it, as also the names of the organizers who could be contacted for participation by the Chapter.

c. Anniversaries such as the World Environment Day, the World Heritage Day, etc and anniversaries of national, state and local importance that may have themes relevant to the preservation and conservation of art and cultural heritage.

d. The INTACH Foundation Day falls on 27th January every year which should be celebrated in an appropriate manner.

Undertake inventoirisation (Listing) of (i) Natural Heritage, (ii) Built Heritage, (iii) Art Heritage and (iv) Living Heritage in accordance with the guidelines mentioned in Chapter 11, Part 1 to 4 of these Guidelines. These guidelines also contain suggestions for follow-up action on the listing and the role of statutory authorities, local communities, the civil society and citizenry. Such follow-up action should get incorporated in the Chapter’s Plan of action. This work should be given the highest priority by the Chapter as it is the first essential step towards any meaningful conservation effort. The information thus collected can be effectively used for creating awareness about the local heritage. It can also facilitate action for providing legal protection to heritage assets. It is, however, important that listing must result in its Publication not only for record but also for its wider dissemination.

Summary

Heritage place means a place with recognised heritage values. Bringing the awareness on various heritage sites among the people has become the challenging task now days. Conservation and Preservation of Cultural Heritage sites requires the activities include examination, documentation, treatment, and preventive care. Marketing is therefore concerned to identify suitable target markets or audience for a product or service (which may be developed or enhanced, once
the needs of the market have been understood) by using the process of market segmentation. The Heritage marketing activities should be designed to stimulate demand and satisfy the consumer but not to the detriment of that which needs to be preserved for future generations.

### Short Answer Type Questions

1. What is heritage monument?

2. What do you mean by cultural heritage?

### Long Answer Type Questions

1. Explain in detail about how to manage heritage.

2. Describe about the heritage marketing.