

Role of Swatch Bharat Mission in preserving Historical Monuments in India – An analysis

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Introduction

Historical monuments are not only representative of our past and cultural heritage but also assist in popularizing various places and act as source of employment generation. Swatch Bharat Mission which primarily aims toward towards a clean India through its multifaceted approach including participation of society and corporate for creating hygiene environment is expected to benefit the surroundings of these monuments. Swatch Iconic Places is an initiative, under Swatch Bharat Mission, which has been undertaken to ensure adequate sanitation near iconic structures, such as the Golden Temple, Taj Mahal, temple at Tirupati, because of the large population visiting these sites. This will help in drawing more tourist and therefore increasing the footfalls at these monuments. According to a report of NDTC published on May 26, 2017, India Jumps In Travel And Tourism Competitive Index Ranking to be Among top 40 Countries. Another report published in The Times of India, Business published dated July 19, 2016 reported that the Archaeological Survey of India manages 116 monuments in 19 different states. In order to ensure holistic experience for any traveler to any historical monument, it is necessary that the environment surrounding the monument shall have facilities of cuisine, culture showcase, shopping, hassle-free transportation, tout-less tours, sanitized toilets, parking and facilities for disabled and elderly, etc. With little investment in these amenities, the ability to attract tourist increases manifold. Hon'ble Minister for rural development and drinking water, Sh. Narendra Tomar has rightly quoted that "Our PM had emphasized that tourism is one way to change the picture of the country – it looks into multiple issues at the same time – employment, economy, culture, women empowerment etc." Hence, the fusion of cleanliness with culture and tourism will yield good results.

Review of existing literature

Various studies have been conducted to examine the impact of pollution and climate change on historical monuments. Abd El-Aal AK (2016) , a civil engineer from Saudi Arabia, in his paper related to this area discussed various climatic factors responsible for deterioration of historical monument with specific reference to Ammon temple in Egypt. According to him, particles carried by winds can cause serious damages on the stones used in construction of historical buildings. The author in most of the cases concluded with the same factors such as rainfall, air pollution, etc. being responsible for deterioration of Historical monuments. Shoureshe Kanani and Hassan Zandi (2011) in their paper on climatic changes on historical monuments focused on the impact of air pollution in deteriorating the appearance of historical monuments. The paper apprised that UNESCO through its organizing committees and international conferences ensures coordination between nations so that cultural and artistic heritage which has existed for several years may be preserved in future also. Sanjay Prasad Gupta (2013) in his study on impact of climate changes on historical monuments identified various sources of climate which have bearing on the durability and appearance of the material used for construction historical monuments. The study concluded that deterioration of various monuments at Chhattisgarh has taken place not only due to age of the materials but also due to the changes in environmental factors which includes moisture in air, change in temperature, rainfall, etc..The author also described the role of living beings such as lichens and mosses in deteriorating the structure of the monuments particularly on account of relative humidity. The intensity of such damages increases in the area where relative humidity tends to be higher.

Need for the study

This study has been conducted with the aim to highlight the need for protecting and preserving our Historical monuments in India. Recent measures taken by our Government to improve sanitation and environmental conditions are expected to assist in the maintenance and preservation of our historical monuments. An insight of their ability to generate revenues reveals that their routine maintenance can be easily met by the Government. This study would help in highlighting the need for preserving and improving aesthetic value of Historical Monuments

because of their ability to generate revenues for state Government besides offering self employment opportunities to large number of people living in the areas where these monuments are located

Objectives of the study

The present study has been conducted primarily to achieve the following objectives :

- i. Role of Historical monuments in generating revenues.
- ii. Examining impact of Swatch Bharat Mission on increasing number of visitors
- iii. Suggesting measures for proper maintenance of Historical Monuments.

Methodology of the Project

In order to conduct this study, both primary and secondary sources of information have been used. After being apprised with impact of various reasons impacting aesthetic value of historical Monuments, a small questionnaire containing five questions was designed to examine the awareness of the general public about the importance of Historical Monuments , impact of pollution along with other impurities on the Historical Monuments and seeking their suggestions on the effectiveness of Swatch Bharat Mission resolving the problem associated with this issue. The respondents were selected on random basis using convenience sampling method. The information gathered through the questionnaire was analysed using statistical charts and relevant inferences were drawn.

Impact of Swatch Bharat Mission on Historical Monuments in India

It has been realized by the concerned Government departments that general public and the tourists are the largest stakeholders in keeping the monuments clean, a platform needed to be created for the tourists to complain about any unclean area or garbage piles lying in and around tourist destinations. Ministry of Culture vide its order dated 06-October-2016 issued advisory note on All ASI Protected Historical Monuments and Archaeological Sites Declared Polythene Free Zones. As per the order, Mobile app called - "Swachh Paryatan" was launched which provides citizens with a facility to take photograph of garbage at the monument and uploading it on the mobile app with their remarks. Through this the ASI nodal officer will be informed, get an SMS about the concerned monument and quickly take remedial steps. The 300 meters area of ASI protected sites will be polythene free, also there is a mobile app to inform the ASI officials

of litter at the monuments. Ministry of Culture has sanctioned Rs.350 crores to provide facilities like protected boundaries, toilets and disabled friendly access in all ASI protected monuments.

Initially there were 25 adarsh monuments but subsequently 75 more monuments were added. In all , there will be a total of 100 adarsh monuments protected by ASI and included in the app. The app was launched in February 2016 and is monitored by the project monitoring unit of Swachh Bharat Mission in ministry of tourism. The networks that fall under the ministry of culture – Archaeological Survey of India, Nehru Memorial Museum and Library, Asiatic Society etc – were brought together for the dissemination of information and creating public awareness on the message of cleanliness.

The steps initiated by the Government proved effective and led to significant increase in revenue through sale of tickets at various historical monuments.

During the financial year 2018 -19, the detail of number of visitors and revenue generated through sale of tickets at various monuments in India is given below:

S.No.	Name of Monument	Number of Visitor (in lakhs)	Revenue through sale of tickets (in crores)
1	Taj Mahaj	68.85	77.9
2	Red fort	35.56	21.07
3	Qutub Minar	29.79	26.62
4	Agra Fort	25.11	30.55
5	Konark Sun Temple	24.66	9.36
6	Golconda Fort	18.64	4.61
7	Ellora and Ajanta caves	13.48	2.61
8	Charminar	12.58	2.88
9	Fatehpur Sikri	7.08	11.98
10	Bibi ka Maqbara	12.18	2.95

As can be observed , significant amount of revenue is generated through sale of tickets and historical monuments draw large number of visitors therefore their proper maintenance is absolutely necessary.

Keeping in view the above facts , a questionnaire (annexure A) has been prepared with following questions :

- i. **What according to you shall be most important reason , among the following ,for maintaining and preserving Historical monuments in India?**
- ii. **Do you think that there is threat to aesthetic value to our historical monuments due to pollution and other impurities present around them?**
- iii. **Do you believe specific step need to be initiated from the Government for their maintenance and preservation is required?**
- iv. **Among the following steps , which would be most effective in preventing deterioration of Historical Monuments ?**
- v. **Do you think that Swatch Bharat Mission would help in improving the state of our historical monuments?**

The responses for each of the above questions has been graphically presented below alongwith their analysis :

As can be observed from the responses given in the table 1 regarding need for preservation of the historical monuments, majority of the respondents believes that they represent our past and cultural heritage and therefore need to preserved so that our cultural heritage remain forever. Significant number of the respondents also believe that they help in generating employment as well as represents our past.

Responses	Number of respondents
i) It reminds our past and cultural heritage	8
ii) Helps in generating employment by attracting tourist	5
iii) Both (i) and (ii)	7
iv) Any other	0

Table 1: Reason for maintaining and preserving Historical Monuments

The responses have been graphically shown below in figure 1

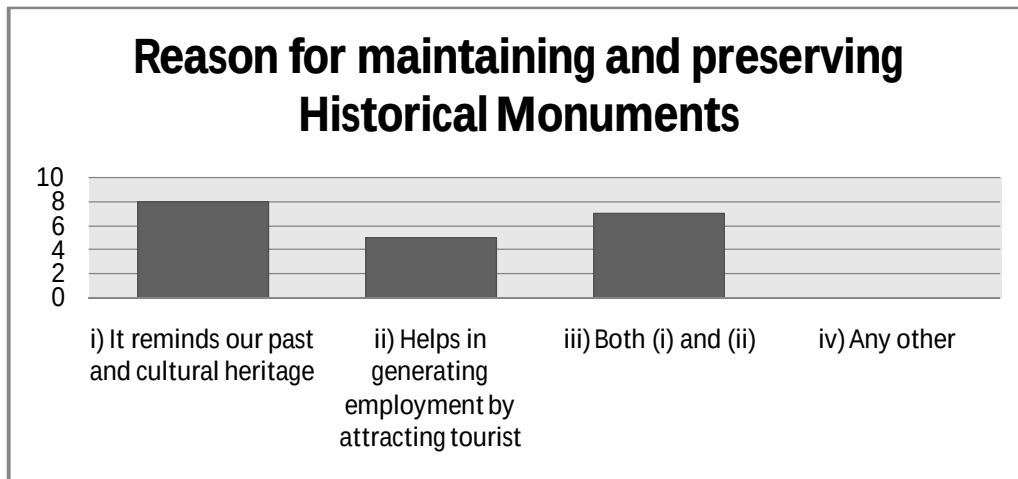


Figure1: Reason for maintaining and preserving Historical Monuments

In order to ascertain awareness and concern of the general public towards historical monuments, they were required to response if pollution and other impurities have bearing on the historical monuments. Majority of the respondents were aware of this fact and believes that climatic conditions gradually affect the appearance and durability of historical monuments. The responses have been summarized below in table 2 and graphically shown in figure 2

Responses	Number of Respondents
i) Yes	18
ii) No	2

Table 2: Awareness of impact of pollution on Aesthetic value of Historical Monuments

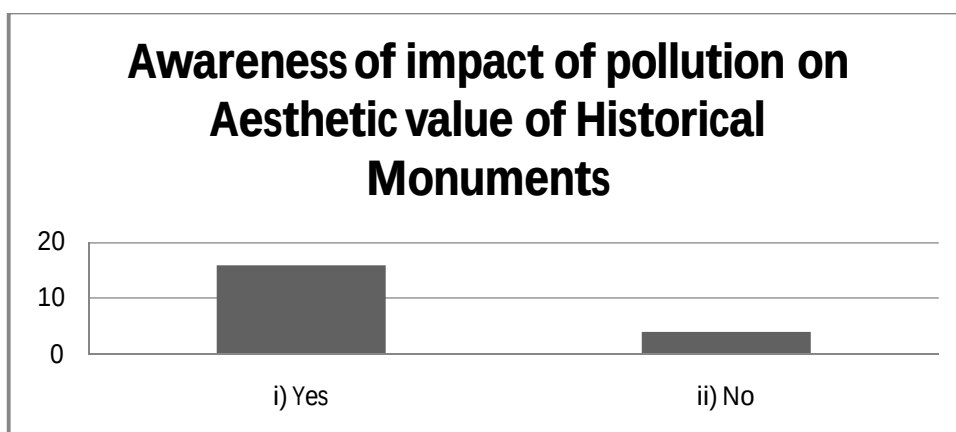


Figure2: Awareness of impact of pollution on Aesthetic value of Historical Monuments

Among different climatic factors affecting the historical monuments, the opinion of the respondents was sought. It has been observed that majority of the respondents stated that air and water pollution is the main cause of deterioration of historical monuments. This observation seems to be correct in the light of the fact that there has been news reports that Taj Mahal, one of the most popular monument among all the monuments of world, is losing its durability and appearance due to air and water pollution. The level of Yamuna river, at the back side, of the Taj Mahal is gradually going down as a result of this the basic wooden structure supporting the monument, which is required to be fully imbrued in water, is getting exposed endangering the strength of the monument. Further, the industrial waste, air pollution due to massive traffic in the close vicinity of Taj Mahal, is affecting its appearance. The pollutants in the form of various of chemicals contaminates the air around Taj Mahal which finally has weathering impact on its outer walls. With regard to specific steps required by Government for maintenance and preservation of Historical monuments, majority of the respondents supported that such steps are required as can be observed from the results summarized in table 3.

Responses	Number of Respondents
i) Yes	16
ii) No	4

Table 3: Need for specific steps from the Government

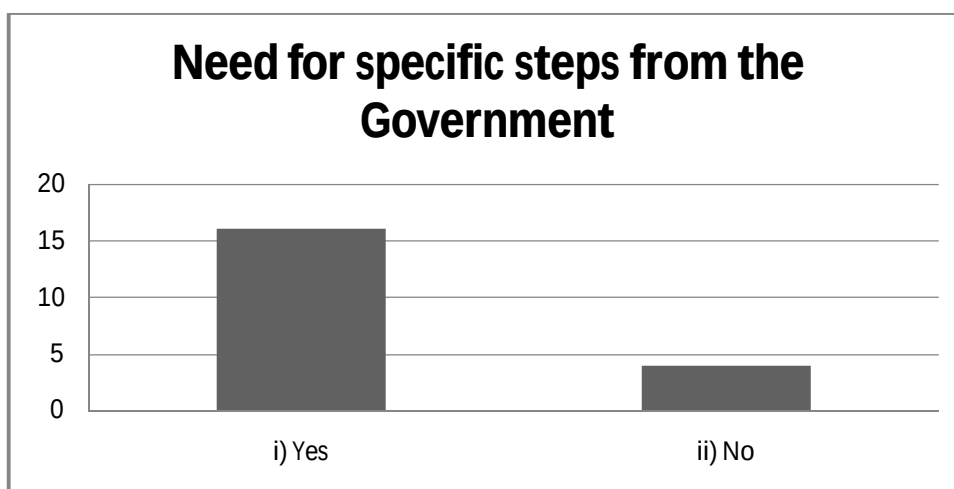


Figure 3: Need for Specific steps from the Government

With regard to the steps required for preventing deterioration of historical monuments, majority of the respondents focused on need for increasing awareness among the general public about the impact of pollution on the in destruction and damage of historical monuments. It can be observed from the summary of the responses given in table 5 and graphical presentation shown in figure 4 of the responses that increasing awareness has been identified as most important factor as a step for preventing the structure of historical monuments.

Responses	Number of Respondents
i) Increasing awareness for protecting our Historical Monuments	12
ii) Setting up agencies with the task of preserving and maintaining specific historical monuments assigned to them.	6
iii) Any development plan around historical monument shall be approved by a separate agency.	2
iv) Any other	0

Table 4: Suggestions for preventing deterioration of Historical Monuments

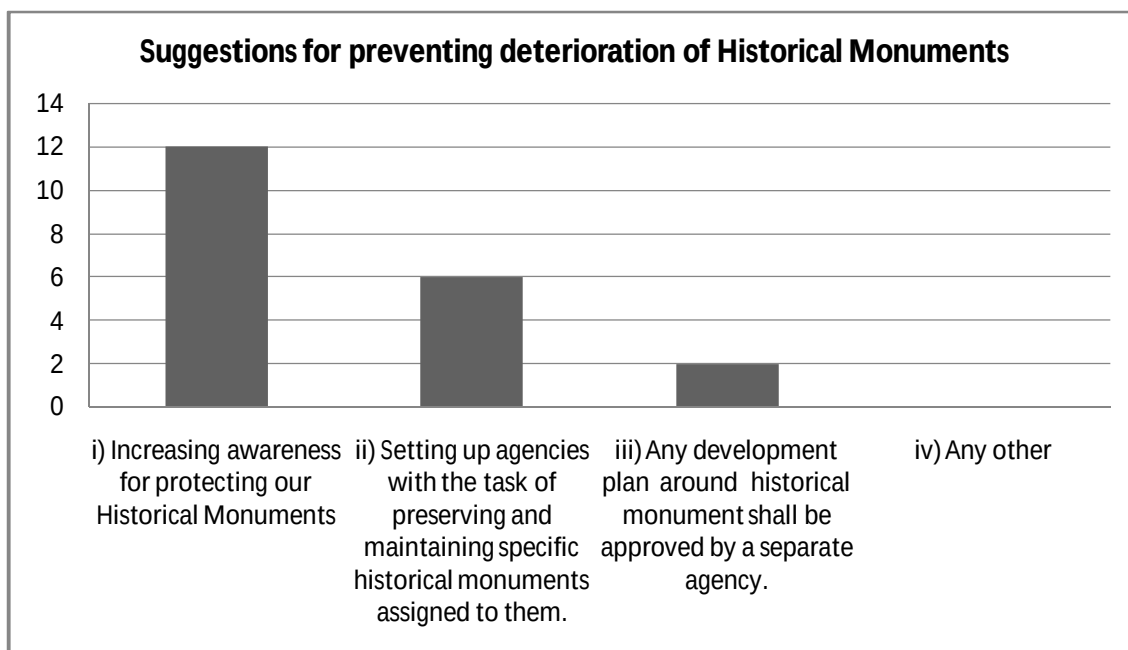


Figure4: Suggestions for preventing deterioration of Historical Monuments

Regarding effectiveness of Swatch Bharat Mission in addressing to most of the problems associated with aesthetic value of historical monuments is concerned, majority of the respondents believe that it would help in resolving these issues as can be observed from the result shown below in table 5 and figure 5

Responses	Number of Respondents
i) Yes	18
ii) No	2

Table 5 : Effectiveness of SBM in improving state of Historical Monuments

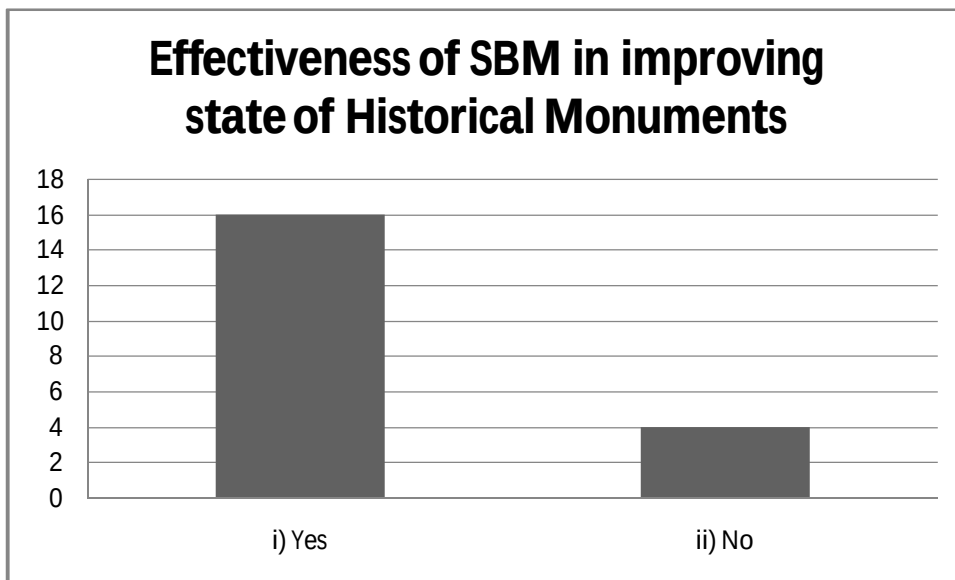


Figure5: Effectiveness of SBM in improving state of Historical Monuments

Conclusion

As we know, monuments are building which are mainly created to memorize a person or an event. Their importance could be understood from the cultural heritage or the historic time represented by them. Infact, the word "monument" originated from the latin word moneo, monere, which means 'to remind', or 'to advise'. The importance of monuments have been realized recently as most of the well known cities have used them in improving their looks. Although, nothing is immortal in the world but historical monuments are deemed as immortal buildings and their existence is considered necessary so that our generations one after the other does not forget the past culture enjoyed by particular society or religion. It is with this

concern our ancestors have always tried to protect their structure and existence. Therefore, it becomes important for us also to exhibit serious effort in protecting and preserving historical monuments. The study reveals that historical monuments not serves the purpose of reminding our past culture but also attract tourist from different places. As such, they help in generating employment for many people in the society in the area of transportation, hotels , restaurants, shopkeepers, tourist guide, etc. Their preservation, therefore, becomes important not only for historic purpose but also for economic purpose. With this objective at the background, this study has been pursued. Initially, various research papers authored by experts in this area were referred and it was noticed that the main reason for deterioration of monuments on account of climatic changes results due to presence of air and water pollution. Various climatic factors such as change in temperature, relative humidity, rainfall, etc. does impact the durability of their structures but their impact gets intensified in the presence of air and water pollution. Based on the conclusion of these studies, a questionnaire was prepared to examine the opinion of other members of our society in this regard. It was found that majority of the respondents realize the importance of historic and economic value of historical monuments and believe in enacting effective mechanism so as to prevent their deterioration. Pollution was identified as the most important factor which is acting as major cause for other number of factors responsible for deterioration and gradual destruction of historical monuments. The areas around the historical monument need to be made free from pollution by not approving any construction or plying of vehicles. Industrial wastes should not be allowed to pollute our rivers, particularly those, which are flowing in the immediate vicinity of historical monuments. The chemicals presents in the industrial waste and emitted out of their chimneys contaminates the air and pollution which when interacts with the surface of natural stones and other material used for the construction of these old buildings creates weathering effects. Serious efforts shall be made by our Government agencies to restore and maintain the historical monuments and public shall also extend their cooperation in this direction. It is necessary that their durability and appearance shall be monitored at regular intervals and necessary steps should be initiated as and when required to ensure their strength and appearance. Thus, it can be concluded that climatic conditions have significant effect on the historical monuments and they are beyond our control but the other factors such as pollution , destruction due to living beings ,etc which are well within our control needs to dealt with for protecting our historical monuments. Consider their relevance, the

second phase of the Swatch Bharat Mission's , Swatch Iconic Places (SIP) initiative which was announced in June 2016. The plans will be implemented by the concerned local bodies and partnering Public Sector Undertakings (PSUs).

Annexure A**Questionnaire**

Q1.What according to you shall be most important reason , among the following ,for maintaining and preserving Historical monuments in India?

Reason	(Tick the most appropriate reason)
i) It reminds our past and cultural heritage	
ii) Helps in generating employment by attracting tourist	
iii) Both (i) and (ii)	
iv) Any other	

Q2.Do you think that there is threat to aesthetic value to our historical monuments due to pollution and other impurities present around them?

Response	(Tick the most appropriate reason)
i) Yes	
ii) No	

Q3.Do you believe specific step need to be initiated from the Government for their maintenance and preservation is required?

Response	(Tick the most appropriate reason)
i) Yes	
ii) No	

Q4.Among the following steps , which would be most effective in preventing deterioration of Historical Monuments ?

Responses	(Tick the most appropriate reason)
i) Increasing awareness for protecting our Historical Monuments	
ii) Setting up agencies with the task of preserving and maintaining specific historical monuments assigned to them.	
iii) Any development plan around historical monument shall be approved by a separate agency.	
iv) Any other	

Q5.Do you think that Swatch Bharat Mission would help in improving the state of our historical monuments?

Response	(Tick the most appropriate reason)
i) Yes	
ii) No	

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