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Development Strategies for Heritage and Tourism for Trimbakeshwar Region, Nashik

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Abstract: *The government of India has set up the ministry of Tourism and culture to boost cultural tourism in India. Tourism plays the dominant role in strengthening Indian economy. Among the three most contributing sectors in the Indian economy which are agricultural, industry and tourism, tourism can be regarded as the largest and fastest contributing factor in Indian economy.*

Trimbakeshwar temple is select by central government ministry of tourism for the Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD) for 2016-17 to develop infrastructure and improve facilities. Under the project, the central government will allow funds for infrastructure and better facilities for tourists visiting Trimbakeshwar. It is one of the twelve Jyotirlingas (Temple of Hindu Lord Shiva) and the origin of the holy river Godavari. Trimbakeshwar Temple and Kushavarta are declared heritage structures by Archeological Survey of India. Nashik is also known for Kumbhmela. The temple of Nivruttinath is another pilgrim center fetching thousands of people for the annual fair.

The major problems identified in Trimbakeshwar are cleanliness, open space(landscape), suffocation, parking, Traffic and transportation, Street lighting, Solid waste management, Water supply, sanitation, urban hygiene, Public amenities and utilities, Public Health, Urban Pilgrim center Heritage, gardens, lakes and natural stream.

Keywords: *Tourism, Pilgrimage, Infrastructure, Rejuvenation, Augmentation.*

I. INTRODUCTION

The government of India has set up the ministry of Tourism and culture to boost cultural tourism in India. Tourism plays the dominant role in strengthening Indian economy. Among the three most contributing sectors in the Indian economy which are agricultural, industry and tourism, tourism can be regarded as the largest and fastest contributing factor in Indian economy. In India, Nashik is known for heritage city from Maharashtra State. These places include tourist, religious, science and historical related places. Nashik and Trimbakeshwar are well known for Kumbhmela. Trimbakeshwar town is used for festivity and crowd almost million plus population in Kumbhmela (mass gathering) happening after every twelve years. In Trimbakeshwar town a large number of households are of Brahmin. This place is famous for lots of religious rituals (vidhis). This sacred ceremony is performed on special dates. This town has a history of about 300 years from the establishment of the temple. Many festivals are celebrated by natives and tourists around the year. Shravan month, Mahashivratri, Nivruttinath Jayanti and every Monday a large number of tourist visit during. The Nivruttinath festival fetches population of about 500 thousand compared to the native population of 10 thousand. Kumbhmela in 2015 fetched more than 15 lakh populations from all over the world. Apart from this Ganesh festival, Navratri, Shiv Jayanti, and all national festivals are celebrated. The architecture of Shree Trimbakeshwar Temple, Kushavarta and some residential buildings in Trimbakeshwar are aesthetically rich and notable. The place is known for its scenic beauty in monsoon season and is surrounded by lush green hills untouched by pollution. Trimbakeshwar temple is select by central government ministry of tourism for the Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD) for 2016-17 to develop infrastructure and improve facilities. Under the project, the central government will allow funds for infrastructure and better facilities for tourists visiting Trimbakeshwar

II. PROBLEM DEFINATION

Most of the pilgrim destination in India are located on fronts of water bodies. The delicate ecosystem of human activities and nature is sensitive issue. It is important to include the sensitive area mapping, evaluation of carrying capacity and provision of tourism planning. Development of Trimbakeshwar as a heritage site so that it increase cultural, social, economic and tourism significance at the international level.

III. OBJECTIVES OF THE STUDY

- A. To study tourism policies of India and Maharashtra.
- B. To study existing scenario of tourist visit in Trimbakeshwar.
- C. To propose community-based development and pro-poor tourism concept in the development of pilgrimage destination.
- D. To propose a plan for the upliftment of economic and heritage development in Trimbakeshwar.

IV. METHODOLOGY

The first step in the study is to identify the problem definition and to set the aim and objectives of the study. A detailed study from literature available is carried out to understand the Comparative study of the development of heritage site and policy of tourism. After identifying the problem definition and detail literature study the area of Trimbakeshwar is selected along with pilgrim's places like Trimbakeshwar Mandir, Kushavart Tirth, Nivruttinath, Bramhgiri, Anjernri Fort, Harihargad, Ranjangiri, Yoga Vidya Gurukul, Shri Gajanan Maharaj Temple and Shri Swami Samarth for study. After the selection of the study area, various data are collected from first-hand data which includes Preliminary survey, Detail Questionnaires, and Personal interview. Second Hand Data includes census data, auto-cad files, and D.P maps. Data collection is followed by data analysis. Analysis of data is done by gap analysis also discuss results of data analysis.

V. STUDY AREA PROFILE

The town of Trimbakeshwar is situated in the Nashik District of Maharashtra, India. It is 28 km away from the city of Nashik. GPS Reference 20.021N, 73.729E. It is one of the 15 Talukas of Nashik District. There are 125 villages and 1 town in Trimbakeshwar Taluka. Trimbakeshwar taluka of Nashik locale has an all-out populace of 168,423 according to the registration 2011.out of which 85,298 are guys while 83,125 are females in 2011 there were absolute 30,410 families living in Trimbakeshwar taluka. As per Census India 2011total population of Trimbakeshwar town is 13,383 souls, out of which 6834 male and 6549 female. The percentage of male and female of the total population is 51% and 49%. In Trimbakeshwar pilgrims places are Trimbakeshwar Mandir, Kushavart Tirth and Nivruttinath. The Trimbakeshwar Mandir and Kushavart Tirth are declared as a heritage structure.

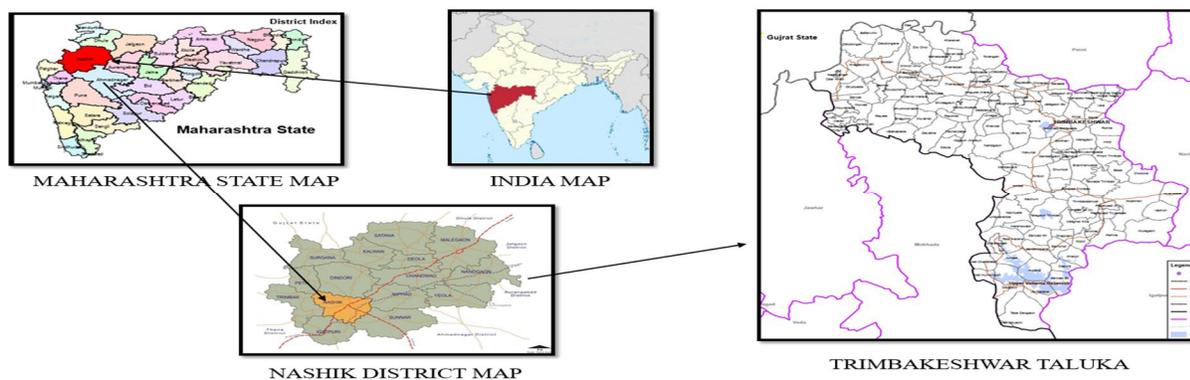


Fig 1 Study area profile

VI. GOVERNMENT POLICY

The Ministry of Tourism, is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. The policy focus on areas of the government, specific interventions proposed/planned, new/existing incentives to developers/private players and vision for development of tourism in the state, among others. A robust and comprehensive tourism policy is the first step towards achieving the desired tourist inflow for any state.

A. Tourism Policy in India.

Tourism emerged as the largest global industry of the 20th century and it's grown faster in 21st century. India has immense possibilities of growth in the tourism sector with its culture, religious heritage and natural attractions. Tourism planning in India was started after independence (1945). In 1945 committee was set up by government under sir john Sargent, then educational Adviser to government of India (Krishna A.G. 1993). After 1980's tourism gained momentum as employment generation, source of income, foreign exchange earnings as leisure industry.

1) Highlights of Indian Tourism Policy

Table 1
Highlights of Tourism Policy

National Tourism policy	Highlights
1982	<ul style="list-style-type: none"> Highlighted seven key areas: Swagat (welcome), Soochana (information), Suvidha (facilitation), Suraksha (safety), Sahyog (cooperation), Samrachana (infrastructure development) and Safai (cleanliness). The policy encourage PPP for tourism growth. The policy introduces prospective plans, conservation of natural environment and cultural heritages, cost effectiveness etc.
1985-1989	<ul style="list-style-type: none"> To promote aggressively domestic tourism. It laid stress on creating more beach resorts. To conduct conferences, trekking conventions and winter sports so that various options are available to the foreign tourists.
1992-1997	<ul style="list-style-type: none"> To increase employment opportunities in tourism sector. To encourage international tourism. To preserve the environment and national heritage. The first ever Indian Tourism Day was celebrated on January 25, 1998.
2002-2007	<ul style="list-style-type: none"> Tenth five year plan promoted adventure tourism in the Himalayas, beach tourism in costal line. Wellness tourism included traditional health practice like Ayurveda, shopping Centre's for traditional crafts and pilgrimage spots. Promoted skill building by promoting training programs in hotel and food industries.
2007-2012	<p>Infrastructure Development</p> <ul style="list-style-type: none"> Tourism product or infrastructure and destination development. Integrated development of tourist circuits. <p>Marketing and promotion initiatives.</p> <ul style="list-style-type: none"> Incredible India Campaign. <ol style="list-style-type: none"> Incredible India campaign was conducted globally to attract tourists to the country. It attract tourism destination by showcasing Indian culture, history, spirituality and yoga. Atithi Devo Bhavah. <ol style="list-style-type: none"> Samvedan Sheelth or Sensitization. Prashikhan or Training induction. Prerana or motivation
2012-2017	<ul style="list-style-type: none"> To adopt a “pro-poor tourism” approach aimed at increasing the net benefits of the poor form tourism. Increasing tourism-related infrastructure investment.

B. Maharashtra Tourism Policy.

The state has a separate department for tourism, set up in 1969, but the Maharashtra State Tourism Development Corporation (MTDC), a government body to promote tourism was established in 1975.

1) *Highlights of Maharashtra Tourism Policy*

Table 2
Highlights of Maharashtra Tourism Policy

Maharashtra Tourism Policy	Highlights
2006	<ul style="list-style-type: none"> • Employment opportunities in tourism and hospitality sector • Improved the standard of living • Foreign exchange earning • Social upliftment and improvement in quality of life • Infrastructure development – power, water, sanitation, hospitals, roads, etc. • Providing training to Government and private sector people on „Atithi Devo Bhava“ approach.
2016	<ul style="list-style-type: none"> • Designate Tourism as a priority sector to usher in economic development and generate high employment opportunities in Maharashtra. • Achieve tourism sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.

C. Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)

Trimbakeshwar is under the PRASAD conspire intends to address the absence of a framework, for example, spending lodgings, streets, last mile availability, sewage, cleanliness, tidiness, strong waste administration, the absence of mindfulness and creating religious decorum for religious visitors. 12 cities which are selected under PRASHAD yojana are Amritsar, Kedarnath, Mathura, Ajmer, Dwaraka, Varanasi, Gaya, Kamakhya, Puri, Amravati, Kanchipuram, and Vellankanni.

1) *Mission Strategy*

- To identify religious destinations that have potential to be show cased as world class tourism products.
- To ensure that the development of the destinations adhere to the sustainability and carrying capacity is the destination.
- To create a framework for classifying infrastructure gaps
- Local arts, culture, handicrafts, cuisine, etc. generate livelihood identified destinations. • To follow comprehensive area development approach for ensuring all the facilities required by the tourist and identified places.
- Centrally coordinated development process of identifying projects.
- To ensure that the development of the destinations adhere to the sustainability and carrying capacity is the destination.

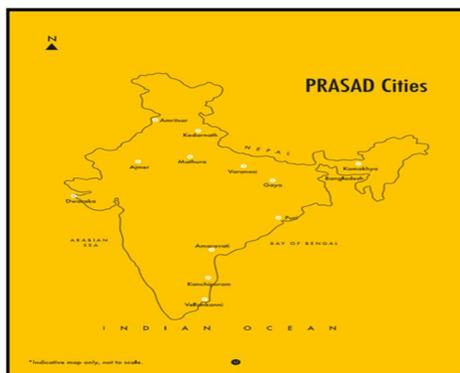


Fig. 2 PRASHAD selected cities

2) *Funding Pattern for the Scheme:* The scheme will be 100% centrally funded and project components will be funded also through CSR initiatives of PSU'S and corporate sector.

The fund given by step wise procedure:

- a) 1st Installment: 20% on approval of the project.
- b) 2nd Installment: 60% on 20% physical and financial progress of the project.
- c) 3rd Installment: 20% on 60% physical and financial progress of the project.

VII. DATA COLLECTION AND ANALYSIS.

The chapter gives the methodology of data collection. Based on the site visit and literature review, the parameters which are of prime importance for the development of Trimbakeshwar region. The data collected from primary, secondary and other sources are listed in this chapter. After the data collection, the analysis of collected data is done by Analysis of questionnaires for tourist, Resident and officials. By knowing present situation and desired to fill the future situation gap analysis is done.

A. First Hand Data

1) *Preliminary Survey:* Reconnaissance survey of Trimbakeshwar area done and some of issues were identified Trimbakeshwar are cleanliness, open space(landscape), parking, Traffic and transportation, Solid waste management, Water supply, sanitation, urban hygiene, Improper disposal of waste, animals wandering, parking issues, improper solid waste management etc.



Fig. 3, 4, 5. Improper disposal of waste and animals are wandering

B. Second Hand Data

1) *Tourist Destinations Surveyed in Nashik:* The destinations which were included in the study are given below. These destinations were included, based on secondary research and after discussions with officials from Maharashtra Tourism Development Corporation (MTDC).

Table 3 Tourist Destination in Nashik

District	Destination
Nashik	Trimbakeshwar
	Pandav Caves
	Igatpuri
	Ozarkhed Dam
	Saptashringi
	Nadurmadyamshwar Bird Sanctuary
	Gangapur Dam
	Kalaram Mandir
Panchvati	

2) *Month wise Domestic/Foreign visitors in Nashik from April to May* : It is a month wise estimation of number of Domestic visitors in Nashik from April to March. As the graph shows more number of visitors visit Nashik in month of November, December January March and then February.

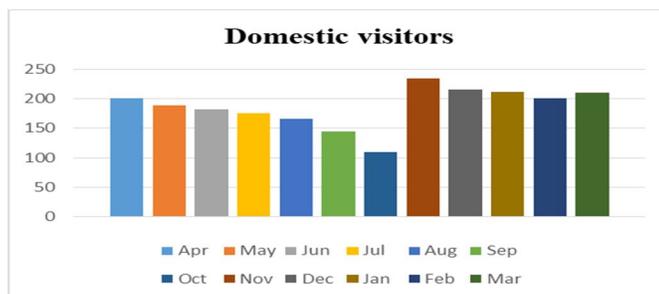


Fig. 6 Domestic Visitors in Nashik

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district. As the graph shows more number of visitors visit Nashik in month of November, December January March and then February.

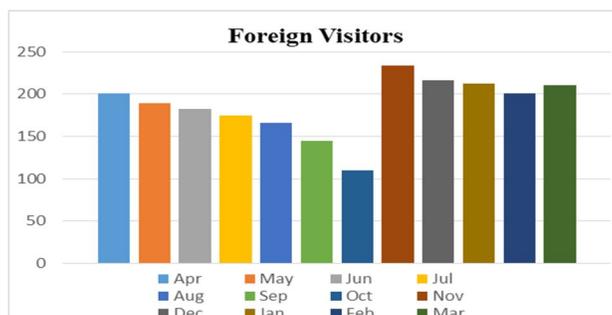


Fig. 7 Foreign Visitors in Nashik

3) *Tourist Footfall in Trimbakeshwar.*

Table 4 Tourism Footfall in Trimbakeshwar

Sr. No	Festival	Month	Tourist/visitor
1	Kumbh Mela(2015)	July	10 Million
2	Shravan Month(2018)	August	50 Lakh
3	Mahashivratri (2019)	February	25 Lakh
4	Nivruttinath Jayanti(2018)	July	1 Lakh
5	Ekadashi (2019)	January	1 Lakh (above)



Fig 8, 9 Local villages carrying Palki to Trimbakeshwar during Ekadashi

4) *Working Population:* The total working population is about 34.36% in Trimbakeshwar. Out of them, the main workers are 27.86% and Marginal workers are 6.50%. The non-working population is 65.63%. Out of main workers, Cultivators are 4.72%, Agricultural Labor is 18.61%, Household work is 3.85% and other workers are 72.81%). Following is the data generated from the source of Census – 2011.

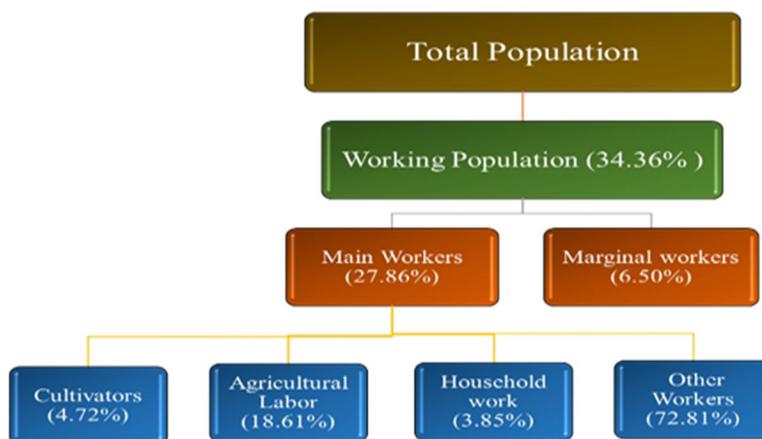


Fig. 10 Working Population

Table 5 Working Population

TYPE OF WORKER	PERCENTAGE
MAIN	27.86
MARGINAL	6.5
NON-WORKING	65.64
TOTAL	100

VIII. PROPOSAL

In this study, different types of proposal are given for development of pilgrimage centers by studying tourism policies of India and Maharashtra. Study existing scenario of tourist visit in Trimbakeshwar. Propose community-based development and pro-poor tourism concept in the development of pilgrimage destination. Plan for the upliftment of economic and heritage development in Trimbakeshwar region.

For upliftment of economic in Trimbakeshwar region bed and breakfast scheme, and Trimbakeshwar Darshan proposal is given.

A. Proposal for Pro-Poor.

Proposal given for Community-based development and pro-poor tourism is by provided by Small Scale Industry work in which local tribal given chance enhance and learn local art, Culture, Handicrafts and Cuisine in Trimbakeshwar. The Flower waste generated in Trimbakeshwar region can be managed by temple waste management in which proposal for vermicomposting, incense sticks, dyes and colors.

- 1) *Temple Waste Utilization:* In India, worshiping is the way of living and people offer various offerings to the deities which mainly consist of flowers, leaves, fruits, coconuts, clothes etc. out of which floral offerings are found in huge quantity. Thus, temple waste has a unique share of flower waste in the total waste. After fulfilling their purpose, flowers along with other waste, find their way into the garbage or are discarded either into some water bodies or left up on the open places as a waste causing various environmental problems.
- 2) *Selection of Temples:* The study deals with flower waste management of temples, therefore Flowers and leaves were collected from temple to carry out vermicomposting, dyes, color, incense sticks and handmade paper. The following temples were selected on the basis of their popularity: Visit were made to the selected temples for collecting the waste data. Since each temple has special days depending on deities.

Table 6 Selected Temples

Name of Temple	Days/ Occasion
Trimbakeswar Temple	Mondays, Shrawan Maas and kumbh mela
Kushawarth Tirth	Mondays, Shrawan msas and Kumbh mela
Shri Nivruttinath Temple / Hanumanji Temple	Jayanties / Tuesdays and Saturdays

B. Vermicomposting

Flower waste is collected from different temples. Then segregation of flower waste is done by removing non-biodegradable parts by hand sorting. From biodegradable waste leaves and flowers were separated like different flowers Marigold, Jasmine and rose. Marigold is used for vermicomposting because it present in highest amount (70% Marigold, 15%Rose and 15% Jasmine) then flower waste is fragmented and air dry it. Preparation of worm beds by mixing processed flower waste with cow dung is done. Watering in precompost manure done in every alternate days. It takes 40-45 days to gives the vermicomposting.

1) Project Components.

- a) **Sheds:** For a vermi-composting unit, whether small or big, could be of thatched roof supported by bamboo rafters and purlins, wooden trusses and stone pillars.
 - b) **Vermi-beds:** Normally the beds are 15x6x3 m thick depending on the provision of filter for drainage of excess water. The entire bed area could be above the ground.
 - c) **Land:** 0.5-1 acre of land will be needed to set up a vermiculture production cum extension center.
 - d) **Transport:** For any vermin-compositing unit transport arrangement is required. A large sized unit with about 1000 tons per annum capacity a mini-truck.
- 2) **Proposal :** Vermicomposting is low investment high return investment. For generation of 1kg vermicompost manure 4-5rs is needed. It can be sold 10-12rs per kg in open market. 1kg earthworm consist 600-1000 worms, Cost of per earth worm is 0.4rs. 1kg earthworm can produced 25-24kg of vermicompost. Earthworm = 600worms / kg

They produced 3375 kg of vermicompost and 3kg worm per (15x6x3m) per tank in three months.

Table 7 Earned revenue

Item	Produced	Sale	3month	1 year
Vermicompost	3375	11	37,125	1,48,500

- a) Open space is available near state highway
- b) The area comes under TMC.
- c) TMC and temple trust both will earn some revenue from this at share of 10% temple trust and 90% TMC.
- d) Around 250 people can be employed.

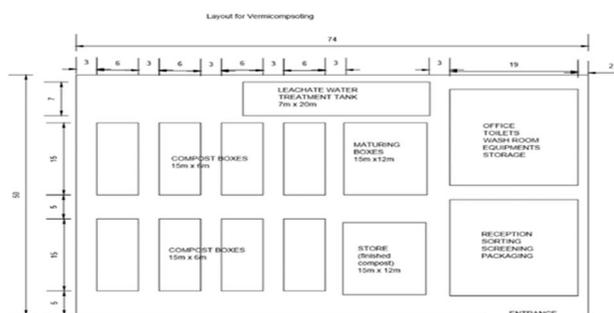


Fig. 11 Layout of Vermicomposting Fig. 12 Land proposed for vermicomposting of TMC

C. Dyes, Color, Incense Sticks.

For making Dyes, color and incense sticks flowers is separated from the temple waste. Then Patel of flowers is remove by hand sorting. Then patels are dried in sunlight then it is crush in a mixer to make a thin powder. For dyes dissolve the powder in distilled water and boil on heat at 50 degree Celsius for 2-3hr. now cool down the solvent and filter with watchman filter paper. Collect the dye solution and it is used to color khadi clothes. For color collect the sample left on watchman filter paper. For incense sticks take powder make dough from it my adding water. Roll on sticks.

1) Proposal

Total 800kg temple waste generated per day and in a week 5600kg. Flowers distribution.

Dyes	1750kg
Color	1750kg
Incense Sticks	2100kg

From 1 kg flower 600grams dough can be made. 1kg dough can easily make 1000-1200 sticks. From 2100kg waste 3.5kg dough made and can make 3850 sticks. Cost of one stick is 1.25rs.

Table 8 Earned Revenue from Dyes, color and Incense stick

Item	Production	Sale	Weekly earned	Monthly earned	Yearly earned
Dyes and Color	400	50	20,000	80,000	10,40,000
Incense Sticks	3850	1.25	4812.5	19250	10,01,000

- a) Open space is available near state highway 484.
- b) The area comes under TMC.
- c) TMC and temple trust both will earn some revenue from this at share of 10% temple trust and 90% TMC.
- d) Around 300-400 people can be employed.

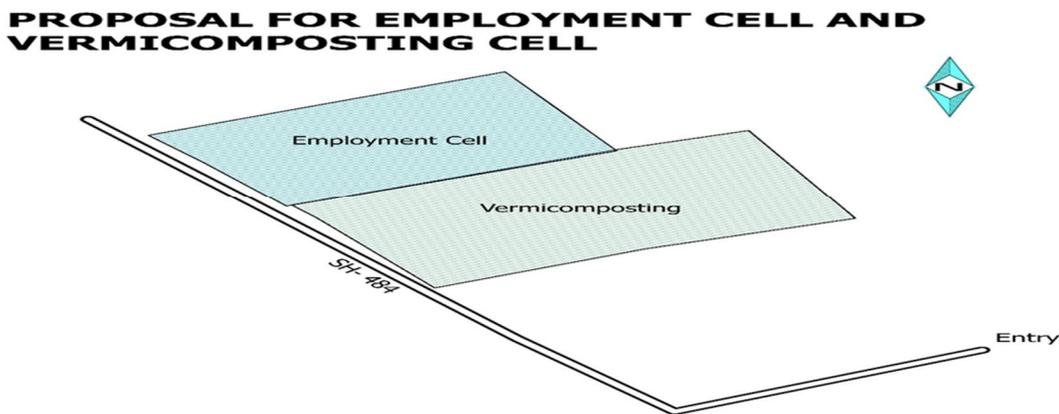


Fig. 13 Proposal for Employment Cell and Vermicomposting

D. Local Arts, Culture, Handicrafts and Cuisine.

MSSIDC (Maharashtra Small Scale Industry Development Corporation) is a nodal agency for implementation of various schemes for development of handicraft, culture and arts. MSSIDC implemented the schemes for development of handicraft, arts and culture in state government as well as government of India. MSSIDC give prime display space for selling at their Marathi Emporia and annual exhibition, MSSIDC provides training to next generation of younger artisans and support artisans through assistance. To generate a livelihood by promoting local arts, culture, handicrafts, cuisine etc. The youth who need workshop and training programmers to learn new techniques can register them self under MSSIDC.

FTrimbakeshwar tribal adivasi famous art for is warli panting, bamboo work, dhurri weaving and ganjifa cards which are their ancient art form and it need promoting.

1) *Proposal*

- a) Open space is available opposite to girl’s school.
- b) The area comes under TMC.
- c) TMC will earn some revenue from this.
- d) Around 200-300 people can be employed.
- e) Stalls are provided for trainers by MSSIDC. Development Cell

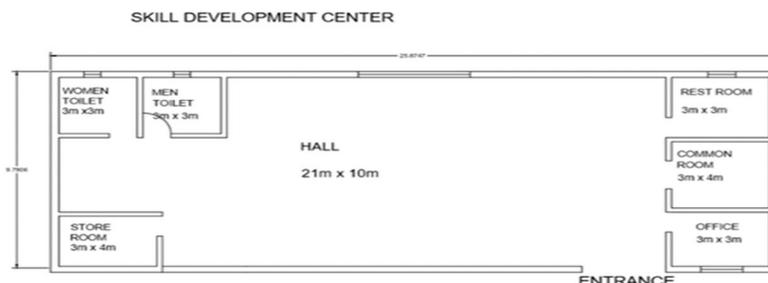


Fig. 14 Layout for Skill

PROPOSAL FOR SKILL DEVELOPMENT CELL

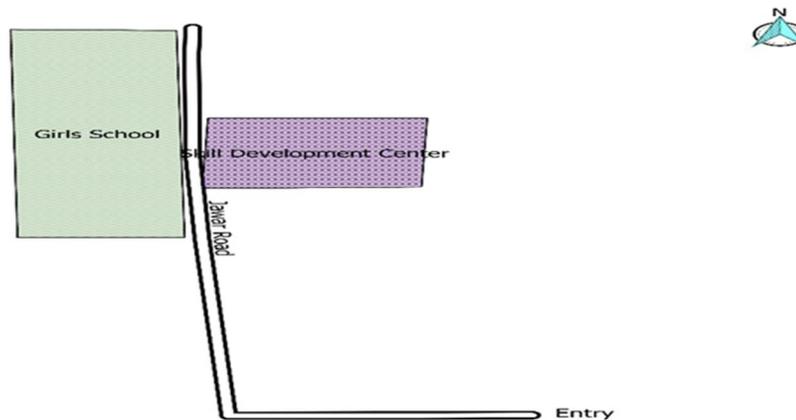


Fig. 15 Proposal for Skill Development Cell

E. Upliftment of Economy

The Ministry of Tourism launched a special initiative called Hunar Se Rozgar Tak (HSRT) in the year 2009-10 for creation of employable skills amongst youth. The initiative is fully funded by the Ministry of Tourism. The features common to the training programmes under the HSRT are: the trainees should be in the age group of 18-28 years; each training programme is of short duration 6 to 8 weeks; and no fees chargeable to the trainee. The HSRT initiative is being implemented through expert institutions including the Indian Institute of Tourism and Travel Management, Institutes of Hotel Management, Food Craft Institutes and India Tourism Development Corporation.

- 1) *Bed and Breakfast:* Hotels and other supplementary accommodation are an integral part of tourist visit to a place and the services offered by them make their visit memorable. With the aim of providing comfortable Home Stay Facilities of standardized world class Services to the tourist and availability of accommodation near tourist destination, ministry of Tourism will classify fully operational rooms of Bed & Breakfast/ Home Stay Facilities as “Incredible India Bed& Breakfast/ Home stay Establishments”. The basic idea is to provide a clean and affordable place for foreigners and domestic tourist alike including an opportunity for foreign tourist to stay with an Indian Family to experience Indian customs, traditions and realistic authentic Indian cuisine.

2) Proposal

- a) Open space is available opposite to girl’s school.
- b) The area comes under TMC.
- c) TMC will earn some revenue from this.
- d) Around 200-300 people can be employed.



Fig. 16 Layout Skill Development Cell

F. Trimbakeshwar Darshan

Trimbakeshwar Darshan plan is a short but routed plan in which 10 spots of Trimbakeshwar is selected accordingly routing of these sport is done. Each spot has its own significant and attract both youngsters as well as elders.

Table 9 Listed Sports

Name	Nature
Trimbakeshwar Mandir	Temple
Kushavart Tirth	Temple
Nivruttinath Maharaja	Temple
Anjaneri Fort	Temple/ Tracking
Brahmagiri	Tracking / pilgrim
Hari-Har Fort	Tracking / pilgrim
Ranjangiri	Tracking
Yoga Vidya Gurukul	Educational
Shri Gajanan Maharaja	Temple
Shri Swami Samarth Temple	Temple

Route map is prepared for the bus which cover only ten spot. The distance between khambale that is boundary of Trimbakeshwar to Harihar fort is 23Km. from main state highway to Rnjangiri distance is 5km. SH848 to Anjaneri is 7km and distance from Kushawarth Tirth to Bramhgiri is 8km.

1) Proposal

- a) Localize people can be trained as tourist guide for this lesser known spots.
- b) It generate revenue to TMC
- c) Around 50-100 people can be employed.

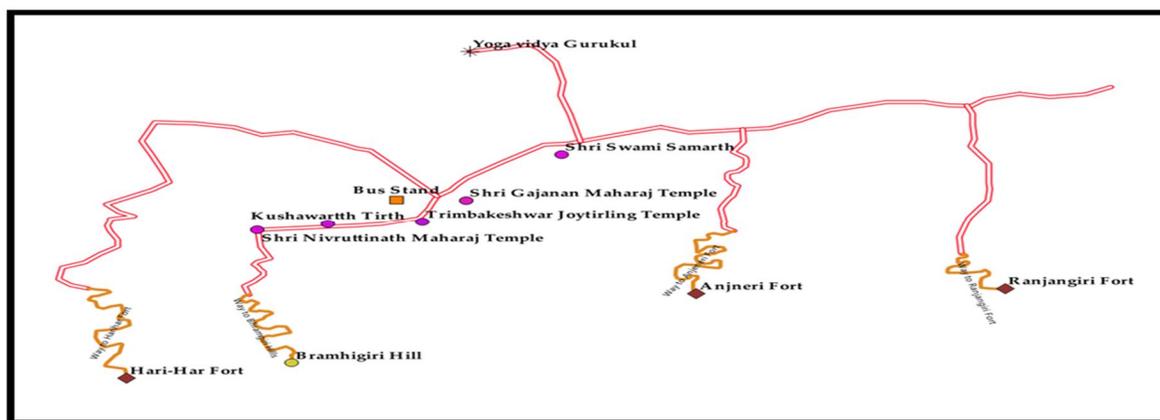


Fig 17 Route Map

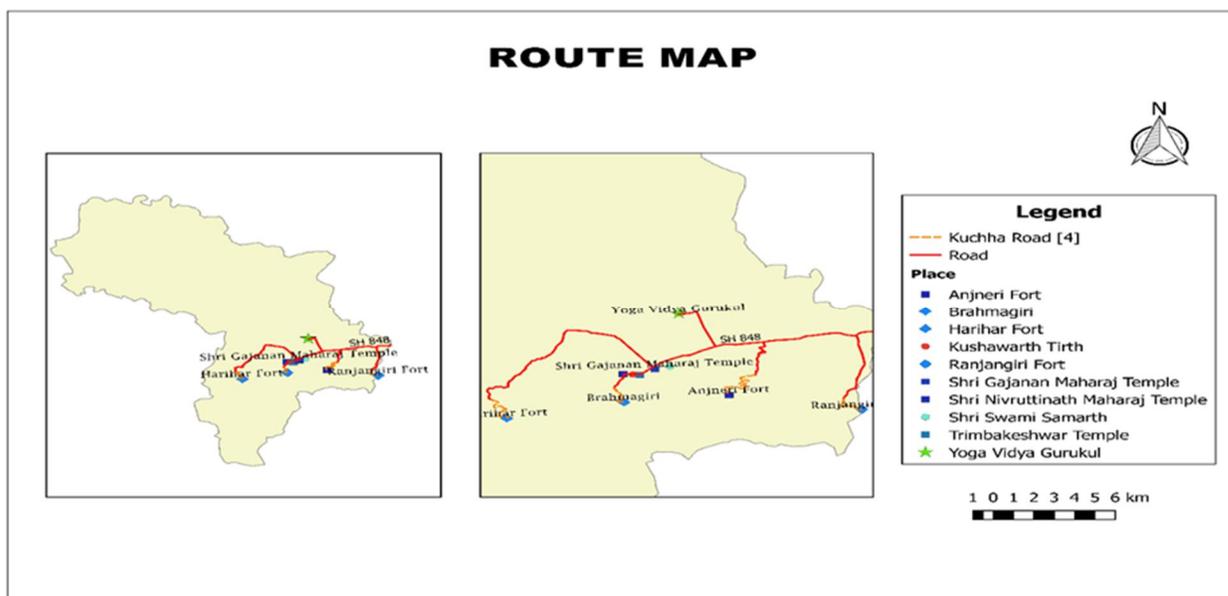


Fig 18 Route Map with Distance

IX. CONCLUSION

The work carried in this thesis deal with community-based development and pro-poor tourism concept in the development of pilgrimage destination. Plan for the upliftment of economic and heritage development in Trimbakeshwar region. Based on studies following conclusion are identified. Total population of Trimbakeshwar taluka is 168,423 out of which 65% population was non-working and tribal people. So in this thesis some of the employment facilities are provide. Also management of temple waste is done.

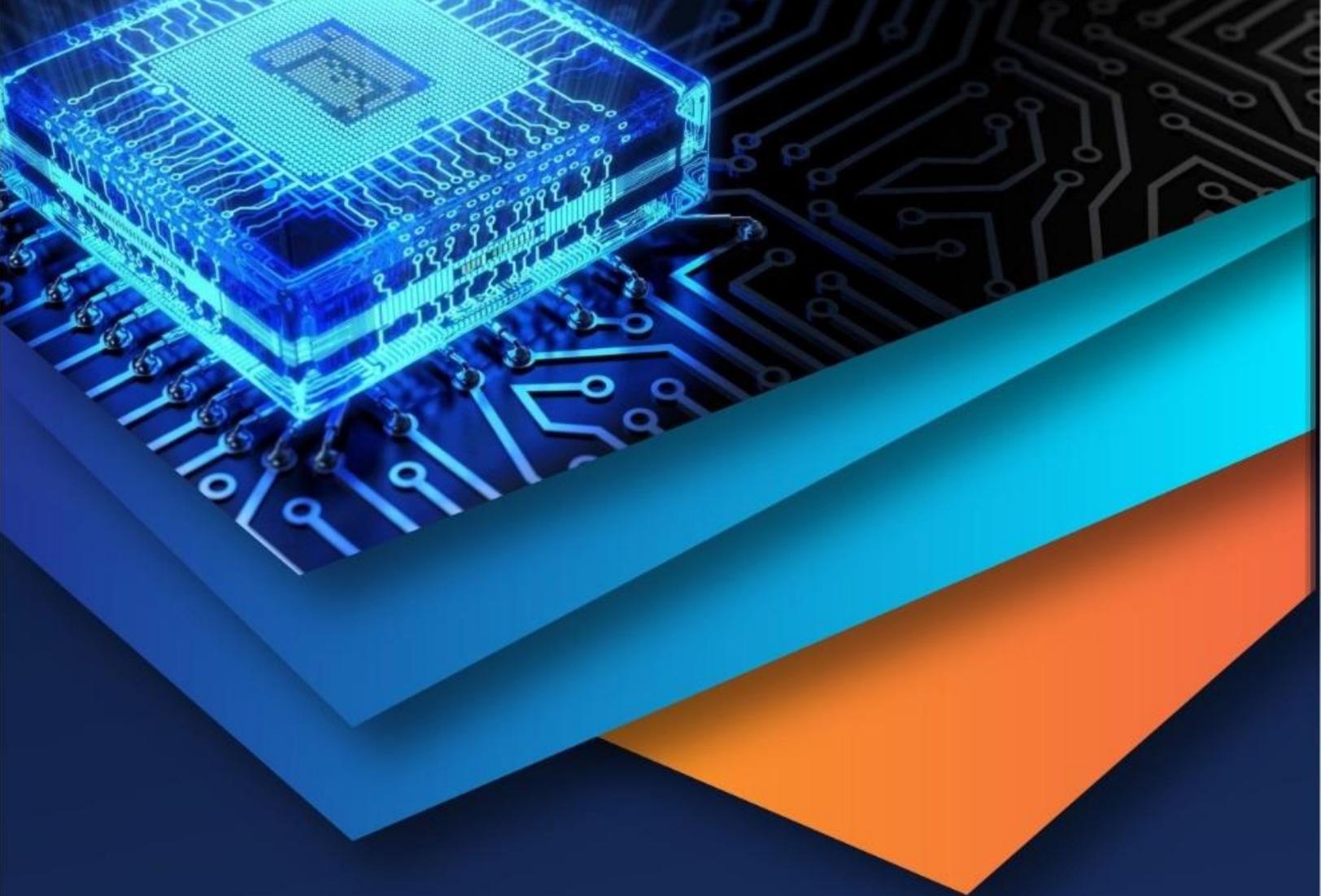
X. ACKNOWLEDGMENT

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