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Jaipur became a part of the UNESCO Creative Cities Network (UCCN) in 2015 designated as a ‘City of Crafts and Folk Arts’. Since, its inscription, Jaipur since the last four years, has prudently explored various aspects and parameters associated and influenced by Crafts and Folk Arts rendering it a specific identity while strengthening the role of stakeholders and authorities. The city of Jaipur represents the continuity of a traditional creativity, which has evolved over centuries and continues to blend with the contemporary development of the city. The idea of 18th century city of Sawai Jai Singh II as a centre of trade and commerce, a creative hub for the arts and crafts, a city with a distinct artistic identity is still witnessed in the culture and buildings of the Walled city. In each phase of Jaipur’s development, new influences have only served to enrich these arts and crafts, and the range of artistic objects and products has only increased and diversified. Despite present day challenges of rapid urbanization, expansion and the diminishing value of hand made products globally, Jaipur still thrives as a centre for crafts and folk arts. Promotion and development of Jaipur Arts & Crafts is on the rise in a contemporary way while linking it with tourism and community economy. The artisans and craftspeople of Jaipur have been acknowledged and awarded nationally and internationally.

**Integrating Creative Crafts to achieve Sustainable Development Goals**

Since 2015, Jaipur Municipal Corporation has undertaken two major initiatives to integrate the crafts of Jaipur in city planning and projects. These include:

a) Integration of Crafts with Built Heritage Planning and Projects as part of the Smart City Plan for Jaipur under the Ministry of Housing and Urban Development, India


Above two initiatives have ensured that any future development of the city under the major National program of Smart Cities or through the ‘Special Area Heritage Plan’ being prepared for its World Heritage Status will ensure a holistic approach inclusive of its crafts and craftspeople along with built heritage conservation and other infrastructural development.

**Awareness and Promotion**

Since 2015, Jaipur Municipal Corporation has convened a range of programmes for promotion and awareness of indigenous arts and crafts and built heritage for the citizens of Jaipur and also special interest groups nationally and internationally. These activities are planned to mark and recognise important days like World Heritage Day, World Tourism Day, Jaipur Founder’s Day (Jaipur Sthapna Diwas), International Museums Day and include curated programmes like Arts & Crafts Exhibitions, Workshops and Seminars, Outreach events, Activities for School children & Colleges, Heritage walks and orientation tours of
important monuments and sites, in collaboration with other Urban local bodies like State Archaeology Department, Art & Culture, Jaipur Development Authority, Department of Tourism, Smart City limited, Jaipur & NGOs, organisations, institutes and societies working in this field. All such events are planned in important community buildings or temples and public buildings in order to demonstrate how intangible features like culture, crafts and festivals are integrated with the built fabric of Jaipur.

**International and National Knowledge Exchange on Creative Cities**

Jaipur has a commitment for knowledge exchange on Crafts and Folk Arts with other cities at global level as a UNESCO Network City and have actively participated in national level conferences with other designated Indian cities and aspiring cities and guided their nomination. This Included a) Visit of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017 and b) Participation in National Conference of UNESCO Creative Cities Network on 16 May 2019

Jaipur hosted the visit of an official Delegation from Chiang Mai, Thailand to Jaipur on 18th-19th January, 2017. Since Jaipur's inscription as UNESCO Creative City of Crafts & Folk Arts in the year 2015, several activities and outreach events for its promotion as a Creative City has been carried out in the Historic Walled city by Jaipur Municipal Corporation and showcasing Jaipur's initiative for Crafts and Folk Arts to Chiang Mai contributed to Jaipur's mandate and commitment to UNESCO. Since, Chiang Mai’s focus is on textiles craft, Jaipur proved an apt case to study. The delegation understood the role of JMC in promoting Jaipur as a Creative city and in managing the UNESCO World Heritage Sites under the Department and also visited World Heritage Sites of Jantar Mantar and Amber Fort. An official delegation from Jaipur Municipal Corporation represented Jaipur Creative City and presented the entire process of Jaipur's Nomination and promotional and outreach programmes post inscription to other member cities.

**Way forward:**

Jaipur is ideally placed to develop and flourish itself as an international hub of handicrafts based creative and cultural industries owing to it immense wealth of indigenous crafts giving livelihood and engaging thousands of local artisans. With UNESCO’s platform, Jaipur is trying to become a model of sustainable development of its living culture of arts and crafts and has tried to achieve the committed actions as Creative City since 2015. It will continue to pursue in its achievement of the UCCN Objectives in future as per the proposed action plan in this report.
2. GENERAL INFORMATION

2.1 Name of the city: Jaipur

2.2 Country: India

2.3 Creative Feld of Designation: Crafts & Folk Art

2.4 Date of Designation: 11 December 2015

2.5 Date of Submission of the current report: December 2019

2.6 Entity responsible for the report: Jaipur Municipal Corporation

2.7 Previous reports submitted and dates: N/A

2.8 Focal points of contact:

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Note: All emails and communication to be copied to following nodal officers:
Rinku Bansal, Additional Chief Town Planner, Jaipur Development Authority,
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Disha Tomar, Assistant Town Planner, Jaipur Municipal Corporation,
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3. CONTRIBUTION TO THE NETWORK’S GLOBAL MANAGEMENT:

3.1 Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory)

None in last 4 years, but it had attended the annual meeting in Seoul, Korea in 2011 when Jaipur city was preparing its application. Jaipur also intends to be present in the annual conference in 2020 at Santos, Brazil.

3.2 Hosting of a previous or future UCCP Annual Conference:

N/A (Preparing Bid for hosting 2022 UCCP Annual Conference)

3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives (including sub-network meetings)

Hosting of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017

3.4 Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Programme

IICD (Indian Institute of Crafts & Design) Jaipur hosted an International Conference on Recent Trends in Crafts & Design in 2017. The aim of the conference was to create a forum to discuss the technological, artistic and scientific achievements in the areas of crafts and design in India and abroad. The conference provided an excellent opportunity to document the feedback on the advancement in craft designing and served as a platform for networking among artisans, free lancers, academicians, Government officials, NGOs and industry executives working in craft and allied areas. (No members of the Programme were part of this conference)
3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCPin different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)

N/A

3.6 Serving as cluster coordinator or deputy coordinator and period

N/A

3.7 Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)

Jaipur has played an active role for guiding the applications of other Indian cities for the year 2019 through interactive discussions and meetings organized through UNESCO New Delhi Office.
As a ‘UNESCO Creative City of Crafts and Folk Art’ Jaipur has established a comprehensive strategy to develop and boost local crafts and community based economy and keep this creative sector very much a part of all initiatives and projects by Urban local bodies and stakeholders. The initiatives and projects are driven by following assigned objectives and outcomes:—

1. Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society; and integrating culture and creativity into local development strategies and plans.

2016 - Role of crafts has been strengthened and integrated in all development projects related to Jaipur Walled City. Rajasthan School of Arts was conserved by Jaipur Smart City Limited and is now adaptively reused as 'Museum of Legacies' showcasing and exhibiting major arts and crafts of Jaipur and serves as a model project for future activities and workshops.
**2016 onwards** - The Chowkri Modikhana Walk initiating from New Gate exploring the craft streets and temples and havelis, ends at School of Arts making it the main hub of outreach and promotional events related to Crafts of Jaipur.

**2018-2019** - Jaipur Arts and crafts is one of the main criteria (criteria vi) accepted by World Heritage Committee for determining the Outstanding Universal (OUV) accepted by ICOMOS as being directly associated with longstanding arts and crafts traditions that characterise the city as a centre of artistic excellence throughout its history.

**STONE CRAFTS**

Jaipur is one of the largest centres for hand-carved marbleware, especially statues and idols. It emerged as a leading centre for stone craft over two centuries ago. Marble was procured from quarries in Makarana, Jhunjhunwar, and Dausa; among others which were all traditionally leading centres for high quality stone. Over the years, many craft persons from other regions in Rajasthan have migrated to Jaipur purely because it offers good facilities, transportation, and a better market for finished products.
2. Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services.

2019 - Urban local bodies along with JAJAM (Jaipur Junction for Arts & Crafts) is working on some fair-trade craft products that expand the scope of centuries old craft traditions by finding new ways of applying those skills to create beautiful and functional products that are carefully designed along with the craftspeople. Under Welspun patronage, traditional artistry and contemporary design to create detailed accessories like hand-embroidered complex Zardozi techniques by a generations-old craft community in the city of Jaipur.

2016-2019 - Jaipur Gharana’s unique contribution to the Kathak tradition by way of performing over a fusion of Indian Classical and Rajasthan Folk music traditions of

Folk Musicians of Jaipur and surrounding rural areas of Rajasthan regularly giving performances
Manganiyars. Documentation of folk music artists and their musical traditions is being done to create a platform of learning.

JAJAM (Jaipur Junction for Arts & Music) an NGO creates platforms and experiences around traditional and indigenous arts and music to sustain them in a globalized world.

3. Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

2018-2019
Research work on the unique intangible heritage of storytelling through street names in the walled city of Jaipur for research on the nomenclature of the streets in the walled city and stories behind the names. It is remarkable that the naming of the streets has been successfully used as a method of storytelling, of the rich local history of the place for which a digital map of the walled city streets with the stories behind the names embedded in it will be created.

Digital map of Craft streets of Jaipur walled City, a research led by Dronah Foundation
A more detailed research and mapping of Artisans in Jaipur was carried out in 2018-19 including the 36 Karkhanas (or Industries).

The concept of 36 Karkhanas (36 industries/production areas of artisans) was initiated in India during the Sultanate period and further strengthened in northern-India during the Mughal period. The state patronized and controlled numerous wage artisans of various crafts. The imperial Karkhanas were example of collective and large-scale employment of artisans or craftspersons in different crafts. The Karkhanas were meant to cater to the household needs of the royalty and the state requirements. The Karkhanas worked on large scale, for instance numerous artisans in various kinds of crafts were patronized at Agra, Fatehpur Sikri, Gujarat and Lahore Karkhanas. In Jaipur, Sawai Jai Singh II adapted these thirty-six Karkhanas to suit the royal and city functions of the new city. Historic documents such as Dastur Komwar, Buddhivilas and karkhanajat papers record the names of artisans who came from distinct areas to settle down in the newly built Jaipur city. It reveals that Sawai Jai Singh II not only invited local artisans from previous capital of Amber but also welcomed new techniques of arts and crafts from other areas like Gujarat, Agra, Delhi and Bengal etc.

The 36 karkhanas were a series of workshops under the royal administration of which several were dedicated to crafts and folk arts. These can be traced in significant parts of the walled city even today. While most of the original 36 karkhanas are more symbolic in Jaipur’s history as they lost significance with changes in royal systems and lifestyle, 11 of them linked to the city economy and rituals still continue to thrive and flourish. (Refer on next page: Crafts map of Jaipur prepared for Criteria vi for establishing OUV, Feb 2019)
Designated UNESCO Creative City in 2015

Map of Crafts Locations

- Gem Setting & Enamel/Utara (Kundan Meena)
- Lac Jewelry
- Textiles - Embroidery (Gota Petit Work, Zardosi, Aari Tai), Block printing (Bandhej & Leheriya)
- Quilt Making (Razai)
- Sculpture (Religious Idols)
- Metal Utensils (Thathere)
- Miniature Painting
- Papercrafts - Bali (Hand bound books), Handmade paper
- Kite-making (kotangi)
- Puppet-making (Puppadi)
- Terracotta
- Leather footwear (Mohani)

Centers of Panoramas
1. Friends of Museum, City Palace
2. City Palace Museum
3. Hawamahal Museum
4. Museum of Legacies (Rajasthan School of Arts)
Every year (since 2013 onwards) Jaipur Nagar Nigam along with other local bodies & NGOs/Organisations observes the celebration of World Heritage Day and World Tourism Day involving local craftsmen and artisans for their capacity building and training.

2016-2019 - World Heritage Day celebrated every year on 18 April through Heritage Walks & Workshops. Convener: Jaipur Municipal Corporation in collaboration local bodies & NGOs; Curator: Dronah Foundation

‘Exploring Chowkri Modi Khana, Walled city, Jaipur’- An initiative for realising Jaipur as a UNESCO Creative City of Crafts & Folk Art’ on 18th April, 2016 (WHD) at School of Arts

Kriti Manch: Celebrating the City of crafts on the occasion of World Heritage Day, 14 -18 April, 2018, Chowkri ModiKhana

Public Arts & Crafts Installation involving Craftsmen and students of Art & Architecture institutes
Finding Jai Singh’s 36 Karkhanas- An International workshop on the occasion of World heritage Day, 18th - 20th April, 2019 explaining the importance and meaning of 36 karkhanas to citizens of Jaipur

Discussion the evolution of Arts & Crafts of Jaipur

36 KARKHANAS?

Through the installation we intend to initiate a dialogue between the past, and the present about the future. The installation comprises of 36 small cubes with suspended kites which are symbolic of the ‘Chattis Karkhaney’. The large hollow cube at the centre personifies the void which gets left behind every time a craft, tradition or idea becomes extinct. Our attempt is not to find solutions but to act as a catalyst for evolving the thinking process.

Public Arts & Crafts Installation involving Craftsmen and students of Art & Architecture institutes

Poster of Workshop on 36 Karkhanas
2016-2019 - Heritage Walks on World Tourism Day & special occasions

Ghat ki Guni Heritage Walk launched in 2014, aims to present the rich natural, built and cultural heritage resources of Ghat ki Guni precinct.

Heritage Walk in Amber comprising of temples, havelis, bavdis & chowks to spread sensitivity within the community and citizens of Jaipur & Amber towards local heritage.

Jaipur: Inception of Jai Singh's Metropolis Celebrating Jaipur's Sthapna Divas (Jaipur Founder's Day) on 18th - 19th November, 2019

Arts & Crafts Workshops on Blue Pottery & Lac by Master Craftsmen on the occasion of Jaipur Founder’s Day.
5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCP

5.1 Visit of Delegation of 'Chiang Mai Creative City Initiative' to Jaipur, India from 17-20 January, 2017

Jaipur hosted the visit of an official Delegation from Chiang Mai, Thailand to Jaipur on 18th-19th January, 2017. Since Jaipur's inscription as UNESCO Creative City of Crafts & Folk Arts in the year 2015, several activities and outreach events for its promotion as a Creative City has been carried out in the Historic Walled city by Jaipur Municipal Corporation and showcasing Jaipur's initiative for Crafts and Folk Arts to Chiang Mai contributed to Jaipur's mandate and commitment to UNESCO. Since, Chiang Mai’s focus is on textiles craft, Jaipur proved an apt case to study. The delegation understood the role of JMC in promoting Jaipur as a Creative city and in managing the UNESCO World Heritage Sites under the Department and also visited World Heritage Sites of Jantar Mantar and Amber Fort.

5.2 UNESCO Creative Cities Meeting in June 2019 where the City of Hyderabad that became creative city in 2019 and other Indian applicant cities were present.
6.1 Initiatives, programmes or projects aimed at achieving the objectives of the Network locally:

1. Upgradation of Artisans' historic settlements in Jaipur:

   **Objective:** Facilitating the citizens of craft settlement and strengthening their know-how to better the built fabric through consultation process along with conservation and upgradation of public infrastructure and community facilities to establish a sustainable partnership between public and private sectors.

   This is an ongoing project as proposed in the Action Plan of 2015-2019 submitted to UCCN. The craft streets namely Thatheron ki Gali, Thatheron ka Rasta and Maniharon ka Rasta which are predominately craft settlements respectively of metal utensil makers and lac bangle makers are part of Chowkri Modikhana Heritage Walk in Jaipur Walled city. Phase-I of this project related to formulation of a Detailed Project Report (DPR) was completed in the year 2014-2015 and work was initiated as outlined. Phase-II of this project related to public street infrastructure which covers building services like water-supply, and sewerage lines, electrical lines and sanitation has been laid out by Jaipur Smart City Limited. Building Facade Restoration and signages guiding the walk route are being dealt by Amber Development & Management Authority as per the Facade Control Guidelines. Artisans are given direct access for sales of crafts products through the Heritage walk App recently developed by an NGO in partnership with JMC.

   Phase-III of the project as proposed by Jaipur Municipal Corporation includes Facilitation to citizens of Chowkri Modikhana to upgrade their habitat and procedural knowhow related to necessary permissions from Urban local bodies. JMC will also in this phase, incorporate street furniture and upgrade community social infrastructure like developing the open spaces and precincts near religious buildings. The details of the project are as under:

   **Stakeholders:** Jaipur Municipal Corporation (JMC) will be the executing agency along with Jaipur Smart City Limited & Amber Development & Management Authority with Dronah as Adviser.

   **Beneficiaries:** The project will directly benefit artisans living and working in the area, local residents and visitors to Jaipur.

   **Outcome:** The project will enhance the overall living environment of the artisans and will strengthen their position in the Walled city. Upgradation of services in these areas have improved the general living conditions for craftspersons while regular heritage walks by a wide range of visitors provides greater accessibility for direct sales. This is being replicated in other crafts streets (as detailed in point 2.) of Jaipur which will greatly enhance socio-economic sustainability for the city.
2. Developing Stone Crafts Walk of Khazanewalon ka Rasta:

**Objective:** To understand the concept of living heritage, specifically in the case of Jaipur being a historic trade city with arts and crafts being the main parameter of planning and the need for a specialised heritage management approach while analysing the existing heritage management and protection systems in Jaipur.
Stone craftspersons in Jaipur are primarily idol makers or ‘moortikars’, and most of them are settled within the old walled city predominantly in the Chowki Topkhana Desh - in the Khazanewalon ka raasta (name of a street), Bhindo ka raasta (name of a street) and the nearby streets. These settlements have their shops/ workshop on the ground floor and their houses at the upper floors. Few units have recently moved to the outskirts of Jaipur, where government land was specially allocated for more efficient functioning of these craftspersons. Both hand tools as well as machine tools are used for the carving and polishing process. Traditionally, an entire family may be involved in the craft process, this phenomenon facilitates the efficiency of the work. The scale of work undertaken often depends on the family size and the economic condition of the particular workshop. Within this context, a 1.6 km stretch is chosen as a pilot area of study where maximum number of stone craftsmen are concentrated in the Walled City. The living heritage approach of heritage management will be demonstrated with this pilot area. The study will involve building and social survey and aim at eventually proposing a set of recommendations for the management and protection of Living Heritage in Indian cities.

**Stakeholders:** Jaipur Municipal Corporation (JMC) will be the executing agency preparing a Detailed Project Report in consultation with Dronah along with inputs from Jaipur Smart City Limited, Amber Development & Management Authority, NGOs and related Institutes of Arts & Crafts

**Beneficiaries:** All Stone artisans, design professionals from Jaipur and India, local citizens, visitors from India and overseas will benefit from such a knowledge resource and documentation of Jaipur.

**Outcome:** Propose recommendations and create tools to develop a community-led approach to conservation and management, promotion of traditional knowledge systems in conservation practices and increased attention paid to living heritage issues.

3. National UNESCO Creative Cities Festival in 2020

This programme is of cross-cutting theme promoting exchange of ideas and innovations in practices related to arts and crafts of Member cities of India planned for year 2020.

**Objective:** To encourage participation of UNESCO Network cities of crafts in the National Festival of Arts & Crafts to be hosted by Jaipur including exchange of knowledge base among artisans and craftsmen and to learn from experiences of fellow member cities.

**Stakeholders:** Jaipur Municipal Corporation will be the main convener of the festival with Department of Tourism, Government of Rajasthan and UNESCO New Delhi along with other sponsors as per annual sponsorships for the festivals.

**Beneficiaries:** Artisans and Craftsmen of UCCN member cities, professionals, design houses, local residents, national and international visitors to the city.

**Outcome:** The National Arts & Crafts Festival which is currently part of the Rajasthan Divas programme organised by the Government of Rajasthan will get additional visibility through a direct link with the UNESCO network of cities. It will also provide additional exposure and exchange between locals artisans and international artisans visiting from Network cities.
6.2 Initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network:

4. Bid for organising the Creative Cities Annual Meeting in 2022 along with hosting an International Crafts Festival in 2022:

Jaipur is preparing the bid to host the International Festival on Arts & Crafts in 2020. If annual meeting bid is not successfully accepted by UCCN Secretariat, JMC will still be committed to host the International Crafts festival in 2022.

Objective: To ensure participation of UNESCO Network cities of crafts in the annual International festival of arts and crafts to be hosted by Jaipur including exchange of knowledge base and innovative ideas among artisans and craftsmen from member cities and participants.

Stakeholders: Department of Tourism, Government of Rajasthan and UNESCO New Delhi along with other sponsors as per annual sponsorships for the festivals.

Beneficiaries: Artisans, professionals, design houses, local residents, national and international visitors to the city.

Outcome: The International Crafts Festival which is currently part of the Rajasthan Divas programme organised by the Government of Rajasthan will get additional visibility through a direct link with the UNESCO network of cities. It will also provide additional exposure and exchange between local artisans and international artisans visiting from Network cities.

6.3 Estimated annual budget for implementing the proposed action plan:

Overall budget for action plan on 6 points will be approximately 266,000 USD as:
1. Upgradation of artists' historic settlements (Phase-III) - 28,000 USD (Rs. 20 lakhs)
2. Developing Stone Crafts Walk of Khazanewalon ka Rasta: - 42,000 USD (Rs. 30 lakhs)
3. National UNESCO Creative Cities Festival - 56,000 USD (Rs. 40 lakhs)
4. Extending International Crafts Festival to UNESCO Network of Cities - 140,000 USD (Rs. 100 lakhs)

6.4 Plan for communication and awareness

Jaipur Municipal Corporation has been doing awareness related to Jaipur Arts & Crafts through media and has also developed apps for wider dissemination of related activities and programmes. JMC along with Dronah Foundation and Augtraveler has taken up initiatives recognized by the Ministry of Tourism and Invest India as one of the top innovative and promising Start-ups in the Heritage tech space. It has specific mandates on the following deliverables:
1. Provide a mobile based interpretation to enhance visitor experiences by the use of Augmented Reality, Geo location and Multimedia. The road map is to have a global footprint for crafts in the consecutive phases and is broadly aligned with UN SDG 11.4 - strengthening efforts to protect and safeguard the world’s cultural and natural heritage.

2. On-boarding local community and connecting them to travellers, via curated heritage/cultural trails using **AR based navigation and geo-tagging community businesses**. The curated online marketplace access for communities and visitors has a dual impact of enhancing employment generation within local communities in the vicinity of heritage site, as well as, an opportunity to preserve and promote the intangible and tangible local arts, crafts and cuisines, thereby evolving a sustainable tourism model and is aligned with UN SDG 8.9 - devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.


4. JMC is planning to add a link on its official website specifically on Arts & Crafts of Jaipur also highlighting Jaipur as a Creative City of Crafts & Folk Art

*Launch of CMK Walk App on Jaipur Founder's Day on 18 November, 2019 by doing an orientation to participants.*