



*Destination*



**Delhi**

**Socio Economic Perspective on  
Heritage, Art, Culture and Tourism**

20<sup>th</sup> July 2017, 3 pm at PHD House, New Delhi





# Early History of Delhi

Delhi is a city that is steeped in history. The city has seen the fall and rise of empires. The historical monuments in Delhi include some of the best citadels and forts which reveal its glorious past. The ruins of the monuments and historical palaces reflect the rich heritage and culture that is even present till date in Delhi.

**The history of Delhi involves important key facts.** To go back to ancient texts, Delhi's history starts with the inception of Indraprastha by the Pandavas. Delhi includes the story of various monarchs and emperors who established several forts and monuments in various places.

**Delhi has been continuously inhabited since the 6th century BC**

It has served as a capital of various kingdoms and empires. It has been captured, ransacked and rebuilt several times, particularly during the medieval period, and modern Delhi is a cluster of a number of cities spread across the metropolitan region. **Delhi in the past has always been known for its power and imperial ambiance. The lineage still continues...**

## Overview

Delhi, the capital city of India is home to people from all over the country and also from around the world. **The culture of Delhi** has been moulded in such a way that the same gets reflected in the behavior and activities of the people. **Hence it can be conveniently said that the culture of Delhi is an amalgamation of different cultures.**

**The city is also the main political center. Apart from that, Delhi has a rich historical past. In fact, there are 2 main factors that have influenced Delhi culture to a great extent. The first one is the fact that people have made this city their home. And the other factor is the rich cultural heritage of the city.**

Delhi is a city which is modern as well as traditional. While we tour around the city, somewhere or the other, we will find the old world charm, remnants of Mughal culture etc. The culture of Delhi is manifested in various ways. Whether it is the fairs and festivals or cuisines in Delhi, all these reflect the culture of Delhi.

**Taking this overview, Delhi has a special place in the country's political history while being a Heritage City. We at the Chamber believe that it possesses 'Outstanding Universal Value' (OUV).**

The culture impression and values of a Nation is invariably reflected in its incredible heritage. It is therefore imperative to conserve the rich heritage which has witnessed several historic events.

**The makeover of Delhi requires a system to add new dimensions to both the practice of heritage conservation and the management of the city introducing a heritage-**

### Chief Guest



**Shri Rajendra Pal Gautam\***  
Hon'ble Minister  
Tourism, Art, Culture & Languages  
Government of Delhi NCT

### Guest of Honour



**Ms. Varsha Joshi**  
Transport Commissioner,  
Secretary Tourism and CMD DTTDC

**centric strategy in reorienting the ecosystem of the city. The makeover would certainly augment the tourism sector besides boosting the economic activity in Delhi.**



**The inclusion of the national Heritage City Development and Augmentation Yojana (HRIDAY) validates the importance of a city's natural and cultural resources.**

All of our efforts are envisioned to develop clean, green & efficient Delhi as a citizen centric city with modern economy & outlook anchored in its tradition heritage & culture with a great quality of life. Growing urbanization, sustainable development, digital challenge, users' involvement, economic and cultural attractiveness, governance, are part of the main stakes Delhi has to tackle.

Delhi has many stories and a great deal of history enclosed waiting to be told. We need to preserve the space and Heritage infrastructure while enriching citizens' ensuring that these stories and history itself do not fade in time.

**With this background PHD Chamber of Commerce and Industry is organizing a Conference on "Destination Delhi: Socio Economic Perspective on Heritage, Art, Culture and Tourism" in 20<sup>th</sup> July 2017, 3 pm at PHD House, New Delhi**



## Benefits or Key Takeaways

- Participants will be enriched on the economic dimension of heritage conservation, which will enable leaders in the field to rationalize the use of limited financial resources, make heritage projects more results-oriented
- The event aims to enhance awareness about segments like Tourism related Technologies, Safety/Security aspects of Tourists, Transportation and Environment.
- This conference will offer comprehensive market information, great business opportunities and a platform for networking.
- This platform will act as a bridge for exchange of ideas, live presentations, discussions on conference topics which will be an enlightening experience for all participants and attendees.
- The event ensures participation from solution providers from all the sectors and stakeholders & implementers related with Tourism industry.
- With Decision makers onboard our panel, effective heritage policies can be discussed.
- Sharing of expertise

## OBJECTIVES

- **The objective of this conference is to discuss and deliberate the various OUVs with all relevant stake holders and suggest measures including policy matters which can be taken to glorify Delhi as a destination not only of political importance and a business destination but also a city which has immense knowledge accumulated over the centuries and preserved in form of the heritage monuments and manuscripts, its culture and various forms of art.**
- **The forum also proposes to discuss the infrastructure and the logistics which is required to create a feeling of world class modern city with a queer combination of age old history with traditional culture and art form** and it also aims to create synergies among public and private players to explicate the characteristics of the city's universal cultural significance and sincerely contribute towards the **growth of tourism in Delhi.**
- This conference, intends to debate about challenges faced by heritage and the acts of heritage preservation and promotion in the wake of changing global scenarios, the idea is to transform these debates into a collection of 'essential lessons' to deliberate on **Socio Economic Perspective on Heritage, Art, Culture and Tourism.**
- This conference is conceived as a holistic programme. This will deal with wide range of concepts and practices in heritage conservation. There will be deliberation on how to ensure development happens along with careful preservation of our heritage and empowerment of the community.
- Revitalize the soul of the city and make the unique character of Delhi shine through.
- To exchange view points and have dialogue between communities, experts, users, stakeholders
- To enhance local resources, identities and memory of Delhi

## Target Audience

- DTTDC
- NDMC
- ASI Officials
- CPWD
- Corporate Heads
- Embassy Officials
- Eminent personalities representing International agencies,
- Foundations
- Government agencies,
- NGOs,
- Educational institutions,
- Media persons
- Tour Operators
- Travel Agents







## About Us

PHD Chamber of Commerce & Industry, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth. As a true representative of the Industry with a large membership base of 48000 direct and indirect



members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At a Global level we have been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities.

Industrial Development, Health, Education & Skill development, Housing, Infrastructure, Agriculture & Agri-business and Digital India are the seven key thrust areas of the Chamber.

### FOR FURTHER ENQUIRES PLEASE CONTACT

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