

Heritage Management Plan & Project Development Proposal, Jodhpur

Volume 3: Local Economic Development of Sardar Market- Girdikot



April 2018

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This report was prepared as a part of Heritage Management Plan for the city of Jodhpur. This report should be read in conjunction with other documents prepared during the course of the assignment. The entire list of documents prepared includes the following

Volume 1A	Heritage Management Plan
Volume 1B	Toolkit
Volume 2A-I	Tangible Assets
Volume 2A-II	Tangible Assets
Volume 2A-III	Tangible Assets
Volume 2B	Intangible Assets
Volume 3	Local Economic Development of Sardar Market- Girdikot

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Disclaimer

This document presents the Heritage Management Plan for Jodhpur based on the primary survey conducted by our team, information collected during our site visits and secondary information provided by the stakeholders and relevant organisations. During the course of the study and report preparation, we were provided with both written and verbal information. We also supplemented the study with photos and digital maps. Nothing has come to our attention to cause us to believe that the data or maps provided by various sources are not true or not correct. We believe this information to be authentic and therefore have not conducted an independent audit of the same. No investigation of the title of tangible and intangible assets has been made and matters of a legal nature relating to the title of the assets have not been considered.

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Acronyms and abbreviations

CAPEX	Capital Expenditure
D2D	Door-to-door
DLB	Directorate of Local Bodies
EESL	Energy Efficiency Services Limited
IEC	Information Education Communication
INTACH	India National Trust for Art and Cultural Heritage
JDA	Jodhpur Development Authority
JNN	Jodhpur Nagar Nigam
JVVNL	Jodhpur Vidhyut Vitran Nigam Limited
MRF	Material Recovery Facility
MT	Metric Ton
NULM	Deendayal Antyodaya Yojana-National Urban Livelihood Mission
O&M	Operation and Maintenance
OPEX	Operational expenditure
PDP	Project Development Plan
PPP	Public Private Partnership
SBM	Swachh Bharat Mission
SWM	Solid Waste Management
UMC	Urban Management Consulting Pvt. Ltd.

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1. Executive summary

The Sardarmarket-Girdikot (also known as Ghantaghar market) is the heart of the city of Jodhpur. It is a passage from the Modern City to the Old traditional and historic city of Jodhpur spread beyond the Mehrangarh Fort precinct. Apart from being one of the prime historic places, the Sardarmarket-Girdikot caters to the needs of the highest number of locals and visitors in the entire city on daily basis. This is the highest economy generating place in the historic city of Jodhpur. There are many unused and under used assets in the premises which can help improve the existing economic conditions and improve experience of visitors.

From the site visits and surveys, it has been observed that there are gaps in the regular maintenance of the premise. The traders occupying 108 shops around Ghantaghar since decades have expressed severe issues created due to unorganized placement of street vendors which is directly affecting their businesses. This inorganic spread of street vendors creates chaos at the entrance itself, in addition there are issues regarding vehicular access, unavailability of parking spaces, waste management, public toilets, drinking water facility and lighting at night.

To resolve most of these problems we have made 8 recommendations which has budgetary requirement of around INR 2.73 crore. These recommendations directly involve 2 departments, JNN and Tourism Dept., while other departments can be involved as per requirements. It is recommended to hire an O&M contractor for the regular maintenance and implementation of selected projects.

The market can generate revenue of INR 1.71 crores annually which is more than the O&M cost of the market leading it to be a self-sustainable model. The market has enough assets if used properly, it can recover entire investment and generate revenue for future developments. These assets would include Ghantaghar ticketing fee, charges for cultural program, film shooting charges, waste collection charges, parking fee and rent from proposed vending kiosks.

Figure 1 Existing (left) and proposed (right) layout of Sardarmarket-Girdikot



