

## Heritage Marketing and Historical Re-Enactment: A Case Study of Delhi

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*Delhi is like an onion- one has to peel away the layers of history to get to the heart of this vibrant, multi-faceted historic city.*

It has been more than a century since King George V announced at the Delhi Durbar on December 11, 1911, that India's capital would be transferred from Calcutta to a new city to be built near the ancient city of Old Dilli. On February 10, 1931, New Delhi was inaugurated by the Viceroy with much pomp and ceremony. Until 1947, the southern end of the new city was South End Road. The rest of the sprawling hybrid grew after Partition. Incongruously, it is still called New Delhi. The mania of name changing, which engulfed other cities, stopped short of correcting this obvious absurdity. The distinctive historical pattern of development of Delhi, with sixteen identified capital cities<sup>1</sup> located in different parts of the triangular area between the Aravalli ridge and the Yamuna River, has resulted in the distribution of a large number of highly significant heritage resources, mainly dating from the 13<sup>th</sup> century onwards, as an integral component within the contemporary city environment. As evidenced by archaeological relics, human inhabitation was probably present in and around Delhi during the second millennium B.C. This city is believed to be the site of Indraprastha, legendary capital of the *Pandavas* in the Indian epic, the *Mahabharata*. It has been ruled by many dynasties *Prithvi Raj Chauhan* was one of the last *Rajput* rulers of Delhi. Delhi, as we see in its present form started as *Lal Kot* in 736 AD, when *Tomara* rulers established this fortress in area called "*Dhilli*". Later, *Prithvi Raj Chauhan*, the last Hindu king built a thirteen-gated fort called *Quila Rai Pithora*.

These heritage resources continue to be of great significance and relevance to any sustainable development planning vision for Delhi. Tourism in Delhi has grown to become a major industry. Among various reasons that have contributed to its growth, the historical importance of Delhi is important. The city of Delhi has seen the birth and death of many kings, kingdoms and dynasties. It has seen the rise and falls of many powers and has been a silent witness to the struggle and aspiration of a country desperate to shake off foreign rule. With the rise of each dynasty, Delhi was beautified by fascinating architecture that has withstood the ravages of time. Today tourism in Delhi revolves mostly around these majestic monuments and heritage sites. During the *Mughal* rule, a number of majestic monuments were constructed by Mughal kings to display the pomp and splendor of the Mughal Empire. There were also other Indian rulers who patronized artisans. Today these monuments have become places of attractions in Delhi.

Delhi is the traditional and present day capital of India. It is the third largest city of the world. It is also the second largest metropolis after Mumbai with a population of over 13 million. Delhi is also

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