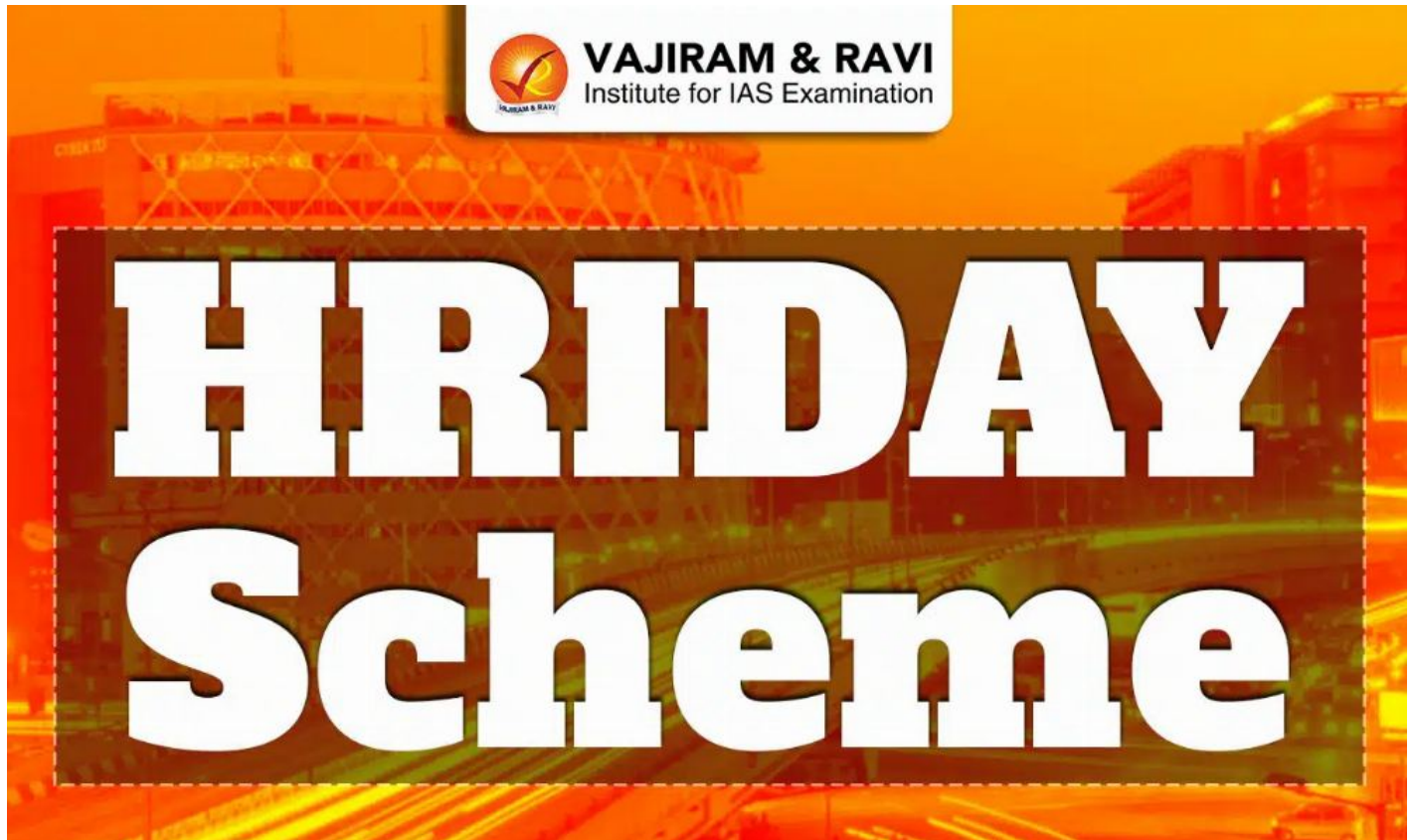


HRIDAY Scheme, Objectives, Components, Cities, Benefits

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The **HRIDAY Scheme (National Heritage City Development and Augmentation Yojana)** is a central sector scheme of the Government of India launched in **January 2015** to promote the holistic development of heritage cities. Unlike traditional urban schemes that focus only on infrastructure, HRIDAY emphasizes **preserving cultural identity while improving urban living standards**.

HRIDAY Scheme Objectives

The HRIDAY Scheme focuses on integrated development of heritage cities by preserving their cultural identity while improving infrastructure and quality of life.

- Ensure **heritage-sensitive urban planning** and infrastructure development
- Improve **service delivery in core heritage areas**
- Preserve and **revitalize cultural and historical assets**
- Create a **comprehensive heritage asset inventory** (natural, cultural, built, and living heritage)
- Enhance **basic civic amenities** like sanitation, water supply, and street lighting

- Promote **tourist-friendly infrastructure and facilities** using modern technology
- Strengthen **local capacity and community participation**
- Support **inclusive growth through heritage-based livelihoods and industries**

HRIDAY Scheme Components

To revive and rejuvenate the essence of heritage cities, the HRIDAY Scheme is built around four key pillars: physical, economic, social, and institutional infrastructure. These components work together to ensure sustainable urban development while preserving cultural identity.

- **Heritage Documentation and GIS Mapping:** Comprehensive documentation of both tangible (monuments, buildings) and intangible heritage (traditions, culture) is carried out. These assets are mapped using **Geographical Information System (GIS)** to support effective heritage management and urban planning.
- **Heritage Revitalization Linked with Services:** Conservation efforts are integrated with **service delivery and community engagement**. Activities such as **cultural festivals, fairs, exhibitions, and development of museums** are promoted to connect people with heritage and boost local tourism.
- **Tourism and City-Level Integration:** Heritage sites are linked with **city infrastructure and public services**, ensuring better accessibility, visitor experience, and economic opportunities at both **community and urban levels**.
- **Knowledge Management and Digital Promotion:** Development of **websites, digital platforms, city maps, brochures, catalogs, signage systems, and digital display boards** to enhance awareness and visibility of heritage assets.
- **Skill Development and Capacity Building:** Focus on training **local guides, artisans, craftsmen, and tour operators** to strengthen **heritage-based livelihoods** and improve service quality for tourists.

Cities Selected Under HRIDAY Scheme

Under the HRIDAY Scheme, **12 heritage cities** were selected across India to promote balanced cultural and urban development. These cities represent diverse religious, historical, and architectural traditions of the country. The selected cities include Ajmer, Amritsar, Amravati, Badami, Dwarka, Gaya, Warangal, Puri, Kanchipuram, Mathura, Varanasi, and Velankanni. Each city was chosen for its **unique heritage value and tourism potential**, making them ideal for focused development under the scheme.

HRIDAY Scheme Benefits

The HRIDAY Scheme enhances heritage cities by combining cultural preservation with modern infrastructure development, improving both livability and tourism potential.

- Promotes **conservation of cultural and historical heritage**
- Improves **basic urban infrastructure and civic amenities**
- Boosts **tourism and local economy**
- Generates **employment and livelihood opportunities**
- Enhances **quality of life for residents**

- Encourages **community participation and inclusive growth**
 - Strengthens **heritage-based industries and crafts**
 - Ensures **sustainable and planned urban development**
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Source: <https://vajiramandravi.com/current-affairs/hriday-scheme/>

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