About Amaravati
Amaravati that translates as ‘the town that lives forever’ is a popular ancient city located on the bank of River Krishna, in the Guntur district of Andhra Pradesh. It is also popularly known as Amraoti. Amaravati was a seat of Buddhism before the rise of the Satavahanas, a stupa and monastery having been built there during the reign of Emperor Ashoka (269-232 BC). The Satavahanas patronised Hinduism, and the ancient temple of Amaralingeshwara (Shiva) gave the city the name of Amararamam. Subsequent dynasties patronised Jainism as well, and the city came to be known as Sridhanyakataka or ‘City of Tolerance’

Population of Amaravati Mandal panchayat is 13,391 as per 2011 census and is spread across an area of 17.11 sq.km. On an average Amaravati witnesses around 30,000 to 35,000 tourists in month which is expected to increase being in close proximity to the upcoming capital region.

Location
Amaravati is a Mandal panchayat in Guntur District of Andhra Pradesh State, India. It is located at 39 km south west of Vijayawada, 32 km from Guntur, 35 km from sattenapalli, and 15 km from state capital. The place is well connected by road and the nearest railheads are in Guntur and Vijayawada. The nearest airport to Amaravati is Gannavaram Domestic airport located at a distance of 56 km.

About HRIDAY
The National Heritage City Development and Augmentation Yojana (HRIDAY) Scheme was launched on January 21, 2015 with the aim of bringing together urban planning, economic growth and heritage conservation in an inclusive manner by restoring, reviving and strengthening the soul and heritage of the city.

As a pilot, HRIDAY scheme of the government focuses on revitalising twelve heritage cities including Amaravati. The scheme will broadly focus on four theme areas i.e. Physical Infrastructure, Institutional Infrastructure, Economic Infrastructure & Social Infrastructure for reviving and revitalizing the soul of Heritage City.
**Key Mission Objectives of HRIDAY are:**

- Preserve and revitalize the soul of the heritage city to reflect the city’s unique character by encouraging aesthetically appealing, accessible, informative & secured environment.
- To undertake strategic and planned development of heritage cities aiming at improvement in overall quality of life with specific focus on sanitation, security, tourism, heritage revitalization and livelihoods retaining the city’s cultural identity.

HRIDAY is a central sector scheme, where 100% funding is provided by Government of India. The duration of this scheme is 27 months from January 2015 to March 2017. The scheme is being implemented in a mission mode.

**City HRIDAY Plan for Amaravati**

Being in close proximity to newly formed AP state capital, considering that Amaravati has great potential in developing core heritage infrastructure, including revitalization of linked urban infrastructure for heritage assets in its place, a City HRIDAY Plan has been developed in line with HRIDAY objectives by the City Anchors (ICLEI - South Asia and IHCN-F) considering imperative inputs and suggestions from general public and various stakeholders including state departments - Principal Secretary, Tourism; Collector & District Magistrate, Guntur; Andhra Pradesh Tourism Development Corporation; Endowments Department; Social Welfare Department; State Archaeological Department; Panchayat Raj and visitors/travellers at various heritage areas of Amaravati.

The City HRIDAY Plan comprises of information on the existing situation of all the heritage assets falling in Amaravati and physical infrastructure linked to these heritage sites. The plan developed in consultation with various stakeholders involved in heritage development addresses several interventions and solutions for the development of heritage infrastructure in Amaravati. The plan evaluates the current situation of the tourism and urban infrastructure on various parameters like accessibility, approach road, signage and information, drinking water facility, public convenience, eating outlets/cafeteria, ticketing counter, tourist infrastructure centre/kiosk, parking area, lighting and illumination, dustbins, solid waste disposal, drainage system, landscaping, tourist relaxation centres, tourist amenity centres, etc. The plan also includes list of identified and prioritized heritage assets from the place along with the cost estimates for the implementation of the identified interventions under each identified heritage asset.

**Amaravati: Heritage Profile**

Amaravati being a centre of pilgrimage to both Hindus and Buddhists, along with its surrounding areas, offer great tourism potential on all fronts – Heritage, Recreational, Religious and Natural Features. With the presence of ancient, historical and heritage assets like Mahachaitya Stupa, Amaralingeshwara Swamy Temple, Dhyana Buddha Statue, Dharanikota Fort Site, Nunegundam Cheruvu (Amaravati Pond), Zamindar Bungalow, Kalachakra and ASI Museums, Amaravati has a great potential in attracting national and international tourists.

**Concept Plan for Rejuvenation**

Observing that most of the heritage assets lack basic amenities and facilities for its visitors, non-availability of appropriate signage and information on the approach roads, non-availability of tourist information kiosks and non-availability of tourist relaxation shelters, few infrastructure development related projects were identified to bridge the gap in tourism and urban infrastructure like ‘Development
of parking facilities, ‘development of heritage park in a 16 acre land available in-front of Dhyana Buddha Statue’, ‘development of heritage walk way (2.5 km)’, and ‘enhancement of mobility, interconnectivity and street-scaping of major roads connecting all the heritage assets in Amaravati’. Of the entire above listed heritage assets, below listed four proposed interventions accounting to 20.33 crores has been allocated for immediate implementation by Ministry of Urban Development under HRIDAY.

**Up-gradation of Approach Roads to Heritage Sites**
To enhance the mobility within the town few roads has been identified which will be strengthened by suitable black top creation and widening refers Image below. Some major roads of the town have been identified for streetscaping which will enhance the heritage experience of the user. Also some of the missing links will be completed (Road between Bus stand to Vijayawada Road to reduce the detour for tourists).

**Heritage Walk-way in Amaravati Town**
The Heritage walkway focuses on developing a Heritage walk connecting the Heritage sites along with Restoration and Infra development. The primary focus would be to create enabling infrastructure interconnecting major heritage sites.

**Heritage Park in front of Dhyana Buddha Statue with Area of 16 Acres**
Dhyana Buddha Project at Amaravati has already become an attraction for the tourists visiting the town. The land parcels available in front of this property has been conceived to be developed as a complimentary activity area which consists of Buddhist Heritage Park; a Miniature sculpture park featuring fantastic stone sculptures inspired by Buddhism across the world.

**Parking Area Improvement at Existing Kalachakra Museum and Interpretation Centre**
Inaugurated by Dalai Lama during the Kalachakra event held in January 2006. Museum houses Buddhist art objects & antiquities along with an Interpretation Centre.

**About PRASAD**
The National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) is launched by Ministry of Tourism, Government of India, to beautify and improve the amenities and infrastructure at pilgrimage centres.
Under PRASAD below listed proposed interventions accounting to 30.03 crores have been approved for immediate implementation by Ministry of Tourism.

- Improvement works at Amaralingeshwara Swamy Temple
- Improvement works at Dhyana Buddha Statue
- River front and Ghats development
- Amaravati infrastructure development
- Development of Mahachaitya Stupa

**Expected Benefits**

- Revitalization of heritage assets wherein tourists can connect directly with unique character of Amaravati
- Implementation and enhancement of basic services delivery with focus on sanitation services (like public conveniences & toilets), water taps, street lights, etc with use of latest technologies in improving tourist facilities/amenities around heritage sites.
- Service delivery and infrastructure improvement for the town
- Positioning Tourism as an important engine for economic growth.

<table>
<thead>
<tr>
<th>Shelf of Projects</th>
<th>Cost (amount in Crores)</th>
<th>Source of Funding</th>
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<tbody>
<tr>
<td><strong>Project 1:</strong> Heritage Park in front of Dhyana Buddha Statue with area of 16 acres</td>
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<td><strong>Project 2:</strong> Parking area at Kalachakra Museum &amp; interpretation centre</td>
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<td><strong>Project 3:</strong> Heritage walk way in Amaravati town (2.5 Kms)</td>
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<td><strong>Project 4:</strong> Upgradation of Approach Roads to Heritage Sites</td>
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