

Mansarovar Lake Creating New Dimensions of Tourism Development in Bhilwara City of Rajasthan

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Abstract

The statement "Water is life" can be confirmed by the fact that the origin of life on Earth took place in the water. The survival of the living world without water is unimaginable. Only one percent of the total water on the entire Earth's surface is available for drinking to all living beings including humans. In such a situation, to balance the increasing population and increasing water demand, it seems obvious that water resources, especially lakes, should be conserved and developed on priority basis. Since lakes are rich in aquatic ecosystem and greenery nearby, they are considered ideal places from the point of view of tourism development. With the development of tourism near the lakes, various aspects of local employment start coming into fruition and better recreational options are also available to the citizens. In this research paper, Mansarovar Lake located in Bhilwara city, its beauty and its important role in tourism development has been described in depth. This research paper is composed of primary and secondary sources.

Keywords: Bhilwara, Mansarovar Lake, Tourism, Employment, Economic

I. Introduction:

Tourism is the attitude of traveling under which a person travels to a specific place to satisfy some purpose. He tries to make his life full of positive energy by traveling to tourist places. Although tourism being an interesting activity prevalent in human society since ancient times, it has witnessed unexpected development with time. In present scenario, tourism has

established itself as an important economic activity. At the global platform many countries are trying to develop tourism as an essential part of economic activity. Taking an unprecedented step in this series of efforts, tourism was given the status of a full industry in 1989 by Rajasthan Government. For the overall development of tourism industry, geographical, historical, cultural, religious etc. places located in different districts of the state are being selected and developed from the tourism point of view. In this sequence, Mansarovar Lake located in Bhilwara city is being renovated and beautified, consequently it seems possible that development of tourism in the lake complex will pave the way for employment and revenue generation.

II. Research Area:

Mansarovar Lake of Bhilwara City has been taken as a research universe. This is a rain-water based artificial lake located at the intersection point of 25° 32' North latitude and 74° 60' East longitude in Patel Nagar of Bhilwara city, Rajasthan (Fig: 1.1). It has been constructed and renovated as a result of long term and tireless efforts of the Urban Improvement Trust (U.I.T.), Bhilwara. This lake is triangular in shape, the northern part of which is wider while the southern part is relatively narrow. Lake's area is extended upto 53 Bigha 10 Biswa. General attributes of the lake are given in Table 1.1.



Fig: 1.1, Mansarovar Lake, Bhilwara City, Rajasthan

Table: 1.1 General Attributes of Mansarovar Lake, Bhilwara, Rajasthan		
1	Shape	Triangular
2	Area	0.1343 km ²
3	Periphery	1377 mt.
4	Northward Width	518 mt.
5	Southward Width	167 mt.
6	Altitude from sea level	449 mt.
7	Water holding capacity	520 MCF

Source: Google earth Pro

Mansarovar Lake is formed in a bowl-shaped trough. This trough was lying unused as a stinking heap of garbage for many years. Its depth was increased by the Trust so that maximum rain water could be stored in it and it could be developed as a major tourist destination of the city. Chain-linked fencing has been built around it so that neither garbage can be dumped in it nor any other polluting activity can be done by the people living in the areas adjacent to the lake. In the first phase of its development sequence, work of construction of RCC wall, railing on pal (a wall surrounding the waterbody), garden development and intensive tree plantation has been done at a cost of Rs. 140 lakhs. Presently this lake is a very beautiful and fast emerging tourist destination of Bhilwara district.

III. Related Work:

1. In the research paper, "An Analysis of the Factors Affecting the Development of Urban Green Spaces: A Case Study of Bhilwara City, Rajasthan" researchers Narendra Gupta and Manu Raj Purohit have brought the information into light that the land allotted for the gardens to be built around the Mansarovar Lake has been now converted into commercial

and residential plots. This research work provides intensive information regarding the continuously decreasing greenery around Mansarovar Lake and also provide suggestions regarding its restoration.

2. In the book titled, "Lake Tourism: An Integrated Approach to Lacustrine Tourism Systems" author Chris Cooper defined lakes as a focal points for tourism and recreational activities. By giving examples of USA and Canada, he stressed upon the citizen participation in lake management.
3. Emphasis has been laid by Pradeep Chaudhry, Renu Bhargava, M.P. Sharma and Vindhya P. Tewari in their research paper, "Conserving urban lakes for tourism and recreation in developing countries: a case from Chandigarh, India" on preserving and beautifying Sukhna Lake of Chandigarh from the point of view of ecological enhancement, tourism development, employment generation and revenue generation. Both water and soil are getting contaminated due to the continuous accumulation of waste water from nearby rural areas. Necessary suggestions have been given by researchers to stop the inflow of waste water. These suggestions can be adopted to conserve the water of Mansarovar Lake, Bhilwara.
4. Rajesh Lohchaba, Devendra Agrawal and Kaushika in their research paper "Tourism Impacts on the Water Quality of Bhimtal lake in Central Himalaya" have made it clear how increasing urbanization and increasing unplanned tourism disintegrates the ecosystem of the lake. Researchers have given an idea that the lake can be saved from pollution by eco-friendly disposal of sewage and

solid waste through technology, conservation and protective applications.

5. In the research paper, "The impacts of cultural eutrophication on lakes: A review of damages and nutrient control measures" Rachel Leng explained that unplanned human land use such as agriculture, residential and industrial development causes cultural eutrophication in lakes. When the nutrients found in chemical fertilizers start accumulating in lakes etc., the dreadful situation of water bloom arises. Mansarovar lake is also facing the situation of water bloom.

A limited research got identified containing the information regarding Mansarovar Lake, as a result, the researcher has taken the information from other available related sources.

IV. Research Objectives:

The researcher has conducted the research by setting the following research objectives.

1. To document important facts related to Mansarovar Lake.
2. To attract the attention of tourists and scholars towards this lake by publishing research papers.
3. To identify the major problems related to the lake.
4. To present practical and meaningful suggestions to resolve the problems.

V. Research Methodology:

Keeping in mind the research objectives, empirical research methodology with qualitative approach have undertaken at the core, under which qualities, thoughts, opinions, beliefs and behaviors have been included.

Observations, Interviews and focus group interviews have been carried out by the researcher as primary sources for data

collection. Random sampling method is used in which the sample size has been set 100 (Table:1.2 & Fig: 1.2) and samples were collected randomly in past six months. Information received from government offices of Bhilwara district and findings from research papers and books have been used as secondary sources.

Table: 1.2 Sample Size		
Age (in Years)	No. of Males	No. of Females
10-20	17	10
20-30	17	15
30-50	14	7
50-Above	15	5
Total		100

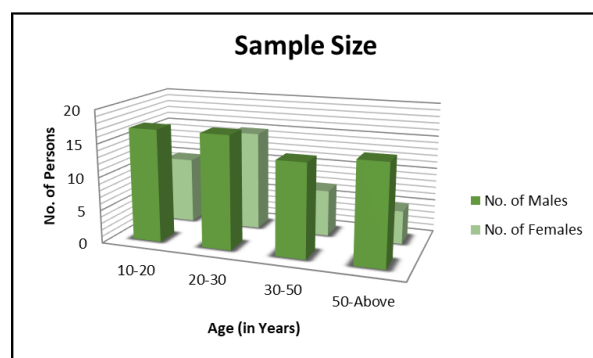


Fig: 1.2, Graphical Representation of the sample size taken

Mansarovar Lake and its Major Attractions

Manasarovar Lake looks like a huge blue pearl. The wind passing by touching its surface modifies the climate of the nearby area on a small scale and makes it cool. This lake provides tourism facilities to the local citizens. The main attractions of the lake from the tourism point of view are described below.

Tracking Pathway (Green Corridor)

The beauty of the lake is worth seeing in the morning and evening. A 1.5 km long walking track has been built around it. Hundreds of trees of Neem (Azadirachta

indica) and Shisham or Indian Rosewood (Dalbergia sissoo) have been planted here to provide fresh surroundings to the local people. Another important objectives of intensive tree planting is to reduce both air pollution and noise pollution. Local citizens come here for walks every day. A pavilion or dome-shaped stop is built every 100 meters on the trekking pathway.

Central Island

The core area of the lake possesses a big enough artificial island in it. These days, due to increase in excess water inflow into the lake, this island has become submerged. As per the plan of the Urban Improvement Trust, the facilities of coffee house and musical fountain are to be developed here by raising up the height of this island. By reaching this island through paddle boats, tourists will be able to better admire the natural beauty of the lake while sipping coffee and tea in a musical environment.

Multipurpose Project

As the total surface water in Rajasthan is only 1.16 percent of the surface water available in the country, the situation of water availability is extremely critical. The residents of Bhilwara have faced the challenges of drinking water crisis earlier. From this point of view, Mansarovar Lake has proved to be a multi-purpose project for Bhilwara city. At present, boating, fishing and tourism activities are being conducted in it, but in near future it can also be used for drinking and irrigation purposes.

Sailing and Water Sports

Paddle boats have been made available to the tourists in Manasarovar Lake. Earlier only 02 paddle boats were provided, but in view of the increasing inclination of tourists towards the lake, it's quantity has been ramped up to 05.

A huge and attractive platform has been built at the entrance of the lake using Dholpur stones (A pink colored sandstone). Children and youth can be seen jumping into the lake from this platform. It is possible that in the near future this place will emerge as an important swimming spot in the district. Considering the sufficient area and depth of the lake, it can be said that state and all India level swimming competitions can also be organized here.

Refreshment Facility

Tourism cannot be fully enjoyed without food. Once upon a time, only a few ice cream stalls or tea vendors could be seen around this lake, but in view of the increasing movement of tourists, facilities like cafes, hotels, ice cream and juice parlors etc. have been expanded at a rapid pace.

VI. Results and Analysis:

Undermentioned findings have been analyzed and meaningful suggestions have been given accordingly.

Eutrophication

Due to lack of timely and adequate level of cleaning in the lake, the problem of water bloom or eutrophication is arising here. Actually, overnutrition is an ecological problem due to which the accumulation of chemical fertilizers from nearby farms increases in water bodies. Its to be noted that an unprecedented increase in the accumulation of chemical fertilizers is recorded in the rainy season. As a result, weeds growing naturally in the water bodies start growing at an uncontrolled rate. Due to overnutrition, the amount of atmospheric oxygen dissolved in water is continuously decreasing consequently many fish can be seen dead at the banks of the lake. There is a need for adequate maintenance of the lake.

Public Transport Facility

Due to the unavailability of public transport facility, tourists come to the lake by their own vehicles. By availing auto or taxi services, the number of tourists can be further increased here.

Public toilet facilities

To keep any tourist destination clean and hygienic, it is quite essential to have public toilet facilities there. During the survey conducted by the researcher, lack of public toilets was found in Manasarovar Lake. It is required to provide toilets in appropriate numbers and at appropriate places in the lake complex.

Safety standards

To ensure safe tourism, tourists should be guaranteed safety. Tourists must be assured of how trained the operators of the paddle boats are. For this, boat operators should be issued a certificate of their quality by the district administration. Trained boat operators should be deployed to eliminate the possibilities of any mishappening.

The wall of the pathway built for trekking around the lake should be repaired from time to time so as to reduce the risks of accidents to zero.

Beautification and Yoga Garden

Wherever there are vacant spaces in the lake complex, greenery can be enhanced through tree plantation and the beautification of the complex can be enhanced by artistic cutting of trees. Local residents come here in morning and evening to do daily exercise and yoga. The possibilities of "health tourism" can be strengthened by developing "Yoga Garden" here.

Development of Fun Park

A fun park with facilities like aquarium, children's swing, toy train,

adventure sports etc. can be made available in the lake complex.

Light and Sound Show and Panorama

Basically, daily and local tourism has developed in Mansarovar Lake. A glimpse of the heritage of Bhilwara district can be neatly displayed in the lake complex to attract tourists from nearby districts. Bagor Civilization Site, Freedom Fighters of Bhilwara, Mewar Prajamandal, Bijolia Kisan Movement, Phad Painting of Shahpura etc. can be shown through light and sound show and panorama. On one side, this will raise up the number of tourists and revenue, while on the other side, tourists will also be able to get insights of their history and culture.

VII. Conclusion:

Mansarovar Lake has been developed as a beautiful tourist destination in Bhilwara city. This can definitely be called a meaningful initiative towards tourism development in Bhilwara district. Keeping in mind the sustainable tourism development, it would be ecologically better to establish a balance between the conservation of the lake ecosystem and the promotion of tourism activities.

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