



Figure 1 First courtyard of a Chettiar house in Kanadukathan (photo by M.SINOU)

PART 2

DIFFERENT ATTEMPTS TO PROTECT CHETTINAD HERITAGE

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OUTDOOR VIEWS



Figure 2: Photography by M. SINOU



Figure 3 : Photography by M. SINOU



Figure 4 : Photography by M. SINOU



Figure 5 : Photography by M. SINOU



Figure 6 : Photography by M. SINOU



Figure 8 : Photography by M. SINOU



Figure 7 : Photography by M. SINOU



Figure 9 : Photography by M. SINOU



Figure 10 : Photography by M. SINOUE



Figure 12 : Photography by M. SINOUE



Figure 11 : Photography by M. SINOUE



Figure 13 : Photography by M. SINOUE



Figure 14 : Photography by M. SINOUE



Figure 16 : Photography by M. SINOUE



Figure 15 : Photography by M. SINOUE



Figure 17 : Photography by M. SINOUE

PILLARS



Figure 18 : Photography by M. SINOU



Figure 20 : Photography by M. SINOU



Figure 21 : Photography by M. SINOU



Figure 19 : Photography by M. SINOU



Figure 22 : Photography by M. SINOU

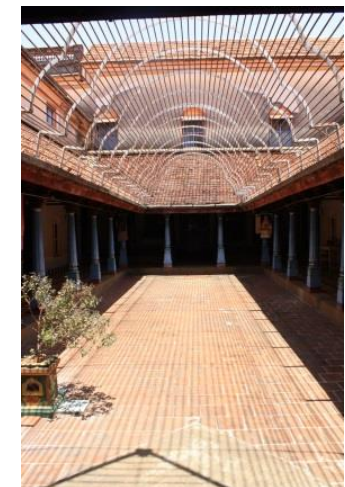


Figure 23 : Photography by M. SINOU



Figure 24 : Photography by M. SINOU



Figure 25 : Photography by M. SINOU



Figure 26 : Photography by M. SINOU



Figure 27 : Photography by M. SINOU

DOORS & ENTRANCES :



Figure 28 : Photography by M. SINOU



Figure 29 : Photography by M. SINOU



Figure 32 : Photography by M. SINOU



Figure 33 : Photography by M. SINOU



Figure 30 : Photography by M. SINOU

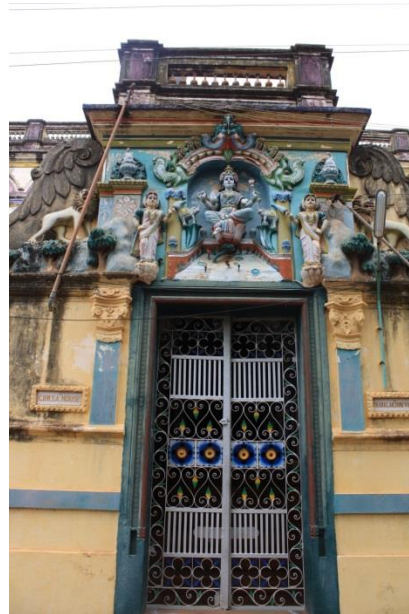


Figure 31 : Photography by M. SINOU



Figure 34 : Photography by M. SINOU

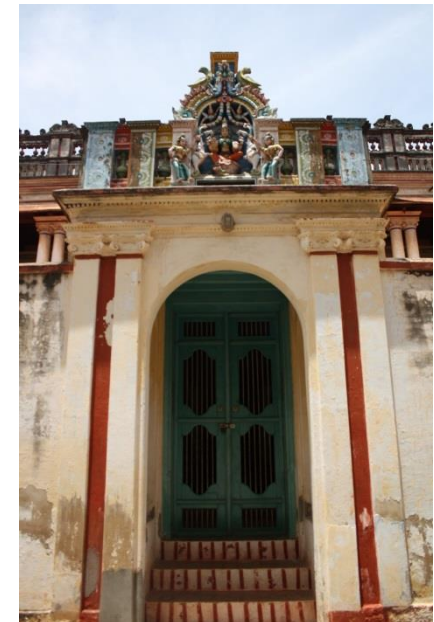


Figure 35 : Photography by M. SINOU



Figure 36 : Photography
by M. SINOU



Figure 37 : Photography by M. SINOU

❖ Different attempts to protect the area

The diversity of the heritage comprises huge mansions, temples, ooranis located in several villages, with a particular environment and vibrant culture and traditions such as a great number of sacred groves had make Chettinad famous, and it worth protecting or at least recognize as a touristic potential area.

There had been various projects in this direction.

A. Different type of projects

Chettinad enhance via individual initiatives

Before to protect the area, some persons choose to write books, or articles to promote the heritage value of Chettinad.

For example S.Muthiah, M. Meiyappan and V. Ramasamy are part of some key families of Chettiar community and militate for the preservation of their culture, they have written a book The Chettiar Heritage, which cannot be ignored.

Some will also organize talk or workshop around Chettinad culture with (or without) the help of Handcraft or Culture associations. For example Ms. Visalakshi Ramaswamy was invited by INTACH to talk on

“VILLAGES OF MANSIONS the Chettinad house as a repository of craft” on June 3rd, 2016 at Amethyst at 6.00 pm in Chennai.

We can also find some university articles or workshop about Chettinad, with a focus on architecture. Lately it was possible to find articles about the current situation of Chettinad or Chettiars. For example in this article Transient Communities : A search for identity through Ethnicity, case of Chettiars in Erstwhile Madras” by Raneer Vedamuthu and Kumudhavalli Sasidhar, published in Architecture and Design, in November 2009, it examines two Chettiar streets in Chennai from their creation to our days.

Chettinad enhance via institutions

After visiting Chettinad, two French architects (Bernard Dragon & Michel Adment) created in December a NGO Arché-S (Architectural Heritage Safeguarding) to protect the place.

In 2006, they have done a WMF (World Monuments Fond) application file to include Chettinad in the 2006 Watch List. It didn't work but it has highlighted the area and drawn the attention of UNESCO.

In august 2006, an official UNESCO delegation came to Chettinad for the first time. Chettinad will be included in the workshop “Réseau des Villes Indiennes à Patrimoine Vivant”. This seminar had the objective to explain how to protect tangible and intangible

heritage in India, thanks to a partnership with ANVPAH&VSS (Association Nationale des Villes et Pays d'Art et d'Histoire et des Villes à Secteur Sauvegardé). The Tamil Nadu governor chose to work on Chettinad during this seminar and to enhance its protection.

In June 2007, ArcHe-S applied again to WMF and Chettinad was including in 2008 list of 100 Most Endanger sites, World Monuments Fund. Being in that list in that list gave an international recognition to Chettinad Heritage. In the same time, the city of Aix en Provence became a partner of ANVPAH&VSS.

In September 2007, UNESCO requested, in order to help the development of a partnership between Région Centre Val de Loire (France) and Tamil Nadu (India), the visit of a French delegation in Chettinad.

In October 2007, the Tamil Nadu governor wrote a notice to UNESCO to express his desire to undertake the project "Revive Chettinad Heritage Campaign".

In 2008 the campaign starts with multiples actors from India and France with the help of NGOs. They will analyse and documented the area. They will give recommendations about the protection of Chettinad to the Tamil Nadu governor. For example they wrote two reports for the Tamil Nadu Tourism Minister: one is an analyse of the urban space in Kanadukathan and the second is a management plan to protect and maintain the same place, Kanadukathan.

Main actors	Of Revive	Chettinad Heritage	Campaign
NGOs	India	France	UNESCO
ArcHe-S	Tamil Nadu	Ministry of Foreign	Delhi
WMF	Pudukottai	affairs	office
ANVPAH&VSS	and Sivaganga	Région Centre Val	
L'Alliance	districts	de Loire	
française	Karaikudi	Ville d'Aix en	
Revive	wards	Provence	
Chettinad	Anna	University François	
society	University	Rabelais	

The studies have been founded by the Indian government (National, State and District scale) and the French one (Ministry of Foreign affairs and Région Val de Loire)

The goals of Revive Chettinad Heritage campaign were, in 2008 to:

- Create a research centre (museum, library, seminar and workshop place) in Chettinad and about Chettinad Heritage and train its staff.
- Help the Indian institutions to develop sustainable land management in Chettinad.
- Develop a research action learning programme on heritage protection. These professionals will be able to provide answer to Heritage protection issues in Chettinad.
- To raise awareness about Heritage in order to make participate the inhabitants to the Chettinad project.
- Coordinate the program between the different actors and encourages information sharing among members.

-

In 2009, the two universities had signed a partnership agreement.

The campaign has failed but the production of analyses and documents served as the basis of a new project: including Chettinad in Unesco World Heritage List.

B. An UNESCO application

The UNESCO World heritage list contains a list of World heritage sites, which have been officially recognized by the United Nations, specifically by UNESCO. Sites are selected on the basis of having cultural, historical, and scientific or some other form of significance, and they are legally protected by international treaties. UNESCO regards these sites as being important to the collective interests of humanity.

World Heritage sites in India

To be a part of UNESCO, countries have to sign the UNESCO convention, which is about the importance of safeguarding tangible and intangible heritage. India has signed this convention in 1977 and has proposed its first World Heritage sites in 1983. It was Ellora Caves, Taj Mahal and Agra Fort.

Today 35 sites are World Heritage Sites: 27 cultural sites (in yellow on the map), 7 natural sites (green on the map) and one mixed, with means the site has a cultural and an environmental value.



Figure 38 World Heritage Sites in India (unesco.com)

World Heritage List in India

Cultural (27)

- ◆ Agra Fort (1983)
- ◆ Ajanta Caves (1983)
- ◆ Archaeological Site of Nalanda *Mahavihara* (Nalanda University) at Nalanda, Bihar (2016)
- ◆ Buddhist Monuments at Sanchi (1989)
- ◆ Champaner-Pavagadh Archaeological Park (2004)
- ◆ Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)
- ◆ Churches and Convents of Goa (1986)
- ◆ Elephanta Caves (1987)
- ◆ Ellora Caves (1983)
- ◆ Fatehpur Sikri (1986)
- ◆ Great Living Chola Temples (1987)
- ◆ Group of Monuments at Hampi (1986)
- ◆ Group of Monuments at Mahabalipuram (1984)
- ◆ Group of Monuments at Pattadakal (1987)
- ◆ Hill Forts of Rajasthan (2013)
- ◆ Humayun's Tomb, Delhi (1993)
- ◆ Khajuraho Group of Monuments (1986)
- ◆ Mahabodhi Temple Complex at Bodhi Gaya (2002)
- ◆ Mountain Railways of India (1999)
- ◆ Qutb Minar and its Monuments, Delhi (1993)
- ◆ Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014)
- ◆ Red Fort Complex (2007)
- ◆ Rock Shelters of Bhimbetka (2003)
- ◆ Sun Temple, Konârak (1984)
- ◆ Taj Mahal (1983)
- ◆ The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (2016)
- ◆ The Jantar Mantar, Jaipur (2010)

Natural (7)

- Great Himalayan National Park Conservation Area (2014)
- Kaziranga National Park (1985)
- Keoladeo National Park (1985)
- Manas Wildlife Sanctuary (1985)
- Nanda Devi and Valley of Flowers National Parks (1988)
- Sundarbans National Park (1987)
- Western Ghats (2012)

Mixed (1)

- Khangchendzonga National Park (2016)

Nomination process

Including a site in the World Heritage List is a process in two steps. Firstly the site has to be in the Tentative List of its country. This list is an inventory of significant ethical and natural properties which each State Party intends to consider for nomination.

“States Parties should submit Tentative Lists, which should not be considered exhaustive, to the World Heritage Centre, at least one year prior to the submission of any nomination. States Parties are encouraged to re-examine and re-submit their Tentative List at least every ten years” as written on UNESCO website

A country can't nominate site that have not been included on its Tentative List.

1

Tentative List

The first step a country must take is to make an 'inventory' of its important natural and cultural heritage sites located within its boundaries. This 'inventory' is known as the [Tentative List](#), and provides a forecast of the properties that a [State Party](#) may decide to submit for inscription in the next five to ten years and which may be updated at any time. It is an important step since the [World Heritage Committee](#) cannot consider a nomination for inscription on the [World Heritage List](#) unless the property has already been included on the State Party's Tentative List.

2

The Nomination File

By preparing a Tentative List and selecting sites from it, a [State Party](#) can plan when to present a nomination file. The World Heritage Centre offers advice and assistance to the State Party in preparing this file, which needs to be as exhaustive as possible, making sure the necessary documentation and maps are included. The nomination is submitted to the World Heritage Centre for review and to check it is complete. Once a nomination file is complete the World Heritage Centre sends it to the appropriate Advisory Bodies for evaluation.

3

The Advisory Bodies

A nominated property is independently evaluated by two [Advisory Bodies](#) mandated by the World Heritage Convention: the International Council on Monuments and Sites (ICOMOS) and the World Conservation Union (IUCN), which respectively provide the [World Heritage Committee](#) with evaluations of the cultural and natural sites nominated. The third Advisory Body is the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), an intergovernmental organization which provides the Committee with expert advice on conservation of cultural sites, as well as on training activities.

4

The World Heritage Committee

Once a site has been nominated and evaluated, it is up to the intergovernmental [World Heritage Committee](#) to make the final decision on its inscription. Once a year, the Committee meets to decide which sites will be inscribed on the [World Heritage List](#). It can also defer its decision and request further information on sites from the States Parties.

5

The Criteria for Selection

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection [criteria](#). These criteria are explained in the [Operational Guidelines for the Implementation of the World Heritage Convention](#) which, besides the text of the [Convention](#), is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

Until the end of 2004, World Heritage sites were selected on the basis of six cultural and four natural criteria. With the adoption of the revised [Operational Guidelines](#), only one set of ten criteria exists.

The ten criteria for selection are:

1. To represent a masterpiece of human creative genius
2. to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
3. to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
4. to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

5. to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
6. To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
7. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
8. to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
9. to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
10. To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

India has 44 sites on its Tentative List which was reviewed in March 2016. Chettinad is one of them, under the title of “Chettinad, Village Clusters of the Tamil Merchants”

Chettinad and the Tentative List

Chettinad was registered as a list of 3 clusters of villages from Chettinad on the Tentative List of India in 2014.

The first cluster (in blue) comprises of 4 villages, Kanadukathan, Pallathur, Kottaiyur and Kothamangalam in the District of Sivagangai. These settlements are neighbouring the Raja’s Palace which is the starting point for a knowledge-based cultural itinerary in the region. Kottaiyur has been selected as its traditional settlement is exposed to urban development from its neighbour Karaikudi, the economic centre of the region.

The second series of cluster (in green), South of the first series, covers the four Chettiar areas of Karaikudi, and the rural villages of Kandanur, Athangudi and Chokalingampudur, in the District of Sivagangai.

The third series of cluster (in dark red) is situated north of the first series in the District of Pudukkottai with the very significant villages of Rayavaram, Kadiapatti and Arimalam.

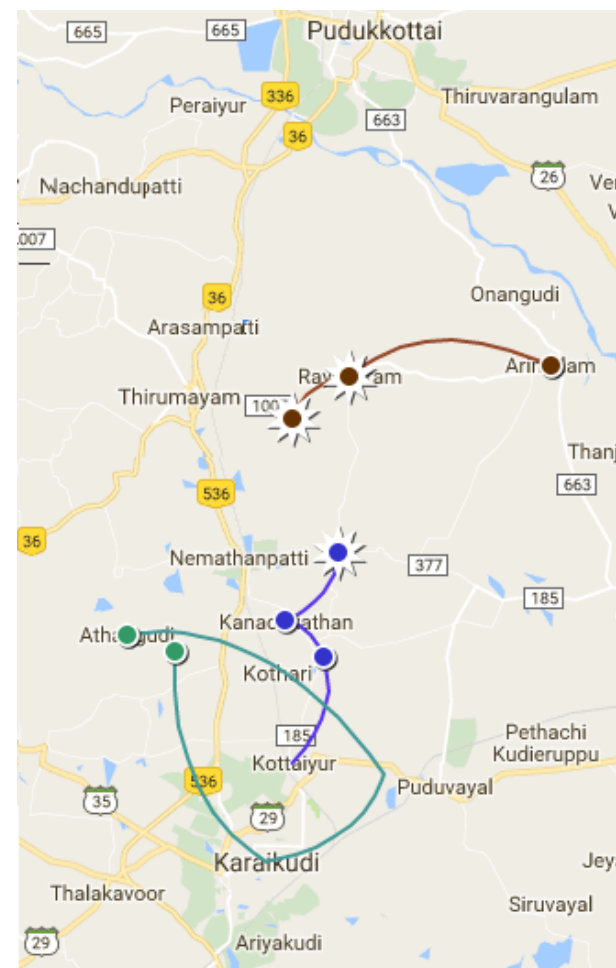


Figure 39 The 3 clusters of villages (made by C.BUGEIA)

Chettinad was registered as a cultural site under the criteria 2, 5 and 6 (see above).



The image shows a screenshot of a UNESCO nomination form for Chettinad. The form is titled 'India' with the Indian flag. It includes the following fields: 'Date of Submission: 15/04/2014', 'Criteria: (ii)(v)(vi)', 'Category: Cultural', 'Submitted by: Permanent Delegation of India to UNESCO', 'State, Province or Region: Sivagangai & Pudukottai Districts, Tamil Nadu State', and 'Ref.: 5920'.

Figure 40 Chettinad presentation on UNESCO website (unesco.com)

The outstanding value of the site are, according to the Tentative file (see annex at the end of part 3) *“outstanding physical characteristics of urban and rural planning which create a unique architectural ensemble with thousands of palatial houses. This ensemble reflects the way the Hindu Tamil community of Chettians lived. As the result of their travels, they have integrated multiple influences into the Tamil traditions. This blend represents the uniqueness of Chettinad”*.

The file takes into account:

- the grid organization of the villages
- The mansions (estimated from 10,000 to 15,000), are very unique in India.
- The architecture inspired by Hindus and western cultures.

- The adaptation to the hot and arid climate and to the environment
- The traditional water system
- The Chettiar lifecycle in these villages (wedding, functions etc.).
- Chettinad cuisine
- Handcraft

The same partners than the ones which worked Revive Chettinad Campaign, have participate to the Tentative List file under the command of Unesco Delhi office. The file was, partially made on the work from the 2008/2009 campaign.

What remains to be done

In order to be presented to the World Heritage committee, Tamil Nadu State has to fill a nomination form for Chettinad, which is a more thorough and detailed version of Chettinad Tentative List file.

The canvas of this nomination file is available online with supporting documents. The expected data are detailed precisely in tables, following 9 chapters:

- Chapter 0 : Executive summary
- Chapter1: Identification of the property
- Chapter 2: Description of the property
- Chapter 3: Justification for inscription

- Chapter 4: State of conservation and factors affecting the property
- Chapter 5: Protection and management of the property
- Chapter 6: Monitoring
- Chapter 7 : Documentation
- Chapter 8: Contacts information of responsible authorities
- Chapter 9: Signature on behalf of the State Party.

The Tentative file was not accessible. This work is based on the summary of this file available on UNESCO website, which is visible in annex. According to this document, a list of missing elements for filing properly the nomination file was made, and it is visible at the end of part 2.

To sum up two main elements are missing:

- A map (or document) of the nominated property, showing boundaries and buffer zone. As far as we know, no decisions were made about the precise delimitation of the 3 clusters.
- A management plan which gives details on way to protect and maintain the clusters with a part on public access. It is the key element of the nomination file because it was not included in the tentative list file. The knowledge of boundaries and buffer zones are essentials to make this management plan.

An important part of the Tentative List File was to compare Chettinad with similar heritage sites. Some have to be in the World Heritage List, some others on the Indian (or not) Tentative List and

at last some Indian Heritage sites (none included in a UNESCO conservation approach).

Three sites from the World Heritage List used as comparison with Chettinad were:

- Kaiping Diaolou and Villages in China (criteria 2,3 and 4)
They represent in dramatic physical terms an important interchange of human values - architectural styles brought back from North America by returning Chinese and fused with local rural traditions - within a particular cultural area of the world.

- Decorated Farmhouses of Hälsingland in Sweden (criteria 5).
Seven timber houses reflect the prosperity of independent farmers who used their wealth in the 19th century to build substantial new homes with elaborately decorated ancillary houses or suites of rooms reserved for festivities.

- Ancient Villages in Southern Anhui – Xidi and Hongcun – in China (criteria 3, 4 and 5).
The two traditional villages of Xidi and Hongcun preserve to a remarkable extent the appearance of non-urban settlements of a type that largely disappeared or was transformed during the last century. Their street plan, their architecture and decoration, and the integration of houses with comprehensive water systems are unique surviving examples.

Three sites from Tentative List were quote in Chettinad file: tow from India and one from China.

- The Victorian & Art Deco Ensemble of Mumbai (criteria 2 and 4)

By 1850's Bombay became a fusion of varied cultures and opened her lands to truly develop as the "Gateway of India" bringing together industrial growth, international architectural styles and nurturing different ideologies to develop in an analogous fashion. The Chettinad region is rich of Victorian and Art Deco ensemble and is participating to development of international architectural styles in India.

- Historic city of Ahmadabad (criteria 2, 3 and 6)

Ahmadabad city, reputed as 'Manchester' of India, is a busy industrial city situated in cotton-growing hinterland north of Gulf of Cambay. The house form, the grouping of houses and the hierarchy of its access ways formed an extremely secure and homogeneous settlement pattern, which even today provides an excellent example of community living and urbanity based on cultural identity and sense of collective agreement in its formation. The main similarity consists in the community living and urbanity based on cultural identity.

- Shanxi Businessmen's Courtyard Houses – China (criteria 2 and 6)

Shanxi Businessmen's Courtyard Houses located in Jinzhong city, Shanxi province are regarded as outstanding examples of civilian residence building (such as the Chettiar homes), when Chinese merchant capital grew rapidly during the Ching dynasty.

Finally, one last site from India was used in Chettinad file:

- Rural Settlements of Merchant community of Shekhawati in Rajasthan

The unique and diverse heritage of Shekhawati is comprised of beautiful havelis (mansions), grand temples, magnificent chattris (cenotaph), palaces, forts, wells, step wells and water tanks strewn all over in several towns and villages located in semi desert terrain bestowed with unique flora and fauna and a vibrant living tradition of folk, dances, music, cuisine, costumes, fairs and festivals. All these elements make Shekhawati a unique cultural landscape.

Initially we try to use the nomination files from the three World Heritage sites in order to understand how they have created their management plan. And try to learn some strategies from them. Sadly, their answers were purely technical and cannot be generalizable. The canvas given by UNESCO is more a precise list of questions than a report.

C. Obstacles in Chettinad nomination process

Chettinad nomination is facing obstacles

UNESCO nomination file are really precise which does not allow the use of others nomination file as a guidance.

The nomination file of Chettinad will include a lot of fields from food matter to architecture one, through water and handcraft matter. It needs the work of a lot of different partners.

Unfortunately the previous partnership created for Revive Chettinad Heritage Campaign is no longer relevant. Some tensions were created between some actors regarding the use of funds. A lack of communication and the circulation of all kind of rumours have put an end at this partnership to the point where some partners don't want to work together anymore. This call into question the future of Chettinad nomination.

In addition to this delicate situation, the nomination of a place needs a strong political support from the State. Chettinad doesn't have the support of the new Tamil Nadu governor, who chooses to support the protection of another site. As elections have only been running for a short while a change of mind is not yet possible here.

A demand from a citizen committee may change the political situation but as we saw during our fieldtrip, a lot of inhabitants from Chettinad don't know the work made for Chettinad protection.

The protection of Heritage is facing more obstacles

The lack of citizen participation in Chettinad campaign reveals an absence of concertation between the partners and the inhabitants of the area. We try to understand why by interviewed inhabitants, administration and political representatives.

We have met around 30 Chettiar people and interviewed them during our time in Chettinad. Almost all of them were not aware of the UNESCO project and the majority was proud that an international partnership was trying to protect their heritage. Those who knew about it were no longer living in Chettinad but in others countries like USA, England or Unite Arab Emirates. They came in Chettinad for functions and follow the news of the place to keep a link with their roots. One or two Chettiers were against the campaign, stating it was their heritage and their role to protect it. They saw this project as interference in their personal affairs. Almost all of them knew UNESCO.

We asked the same questions to inhabitants who were not Chettiers, and none of them was aware of the project or even knew UNESCO. They often don't understand the purpose of protecting Chettinad.

We continued our interview with two panchayats (Kanadukathan and Devakotai). We obtain the same sort of answer: a lack of knowledge about the nomination of Chettinad and some basic knowledge about UNESCO.

The tourism officer from Karaikudi explains it by the fact that only the government of Tamil Nadu and the head of districts made the decisions about Chettinad protection. And it is very common that the information don't circulate to the bottom of the administration pyramid.

The only person who was really aware of this was the sub collector from Devakotai, who is personally interested in Heritage and tourism development topics.

The fonctionnement of the administration can complicate the circulation of information. Some managers are changed often. For example a commissioner changes every two years which complicate to invest time in the knowledge of the territory where they will work for a short time.

Our interviews highlighted the difficulty of defining Heritage. We asked every person we met what was heritage according to them and we obtain mostly these answers:

- Heritage is personal history, the fact that you have to know your ancestors.
- Heritage is tradition.
- Heritage is old buildings and temples. Some precise that every building older than 150 years old is heritage.

The fact that there is not a cohesive unit of laws or regulations concerning Heritage between the different states complicate the understanding around this concept.

Heritage regulations and laws

At the national level, the ministry of Culture works to promote and spread every kind of art and culture. It is specialized in the conservation of ancient monuments and historical sites heritage.

The state of Tamil Nadu has a ministry of Tourism and Culture. Tourism development is the main axis of the Tamil Nadu's politics, as cultural and living heritage is very present in this state and is an important resource of revenue.

While central Government is providing laws and rules for protecting cultural heritage, this legislation needs to be modified and adapted in Tamil Nadu. The state of Tamil Nadu is currently working on the implementation of a Heritage Act which will aim at protecting civil built heritage of more than 100 years old.

Name	Type of tool	Aim	Commentary
The ancient monuments preservation act 1904	Law (ASI department)	Protection of ancient monuments, antiquities, sculptures and carvings	
The ancient monuments and archeological sites and remains 1959	Law (ASI department)	Protection of sites and monuments dated of more than a century	
The antiquities and art treasures act 1973	Law (ASI department)	Protection of objects and architectural elements dated of more than a century	There might be a future amendment in TN for Chettiars buildings (age < hundred years)
Town and country planning act and rules, 1971	Amendment	Legal frame for the Master Regional Plan	Example : a specialized regional plan for Hampi's heritage safeguard

Figure 41 Laws and tools encouraging heritage (made by Ansari Saara)

D. Recommendations

The lack of communication and public awareness about Heritage and Chettinad is one of the main obstacles. It deprives the project of a strong support which can accelerate the process.

Organizing seminars for citizens and administrations members could be an idea to improve awareness about heritage and explain why protecting Chettinad can be a way to develop the area.

Creating surveys for the inhabitants (with door to door interview) will be the most efficient way to understand their needs and expectations. It will assure a project with citizen participation.

It may be necessary to include a mediator to solve the conflicts between the mains partners. Finding new partners will take more time and will add issues about the intellectual properties of the already made documents so solving the actuals conflicts may be the easier way.

❖ Draft of Chettinad application form for UNESCO World Heritage List

This draft was made by using every documents we were able to find on Chettinad Heritage. It follow the pattern given by UNESCO on it website. The original file with the expected data is available in annex at the end of the part 3. Only two chapters were completed because filling the others chapters is not possible at this moment but we were able to make a list of the missing elements. A neutral mediator is needed to initiate a debate between the actors of the project in order to make decisions that overrides political controversies and to move the project forward.

Chapter 0 : Executive Summary

State Party	INDIA
State, Province or Region	Sivagangai & Pudukottai Districts, Tamil Nadu State
Name of Property	Village Clusters of the Tamil Merchants
Geographical coordinates to the nearest second	The property comprises series of 3 clusters of total 11 villages. Cluster I (4 settlements): Kanadukathan: N10° 10' 29,17''; E78° 46'41,64''; Pallathur : N10° 8' 42,61''; E78° 47' 58,21''; Kothamangalam: N10° 11' 32,58''; E78° 48' 24,49'' ; Kottaiyur: N10° 6' 42,78''; E78° 47' 44,91''. Cluster II (4 settlements): Athangudi : N10° 9' 21,63''; E78° 43' 41,73''; Chokalingampudur: N10° 9' 0,93''; E78° 44' 48,91''; Karaikkudi : N10° 4' 2,32''; E78° 45' 55,59''; Kandanur: N10°6'20''E78°49'35''. Cluster III (3 settlements): Rayavaram : N10° 14' 56,62''; E78° 48' 45,16'; Arimalam : N10° 15' 28,62''; E78° 53' 22,4''; Kadiapatti- Ramachandrapuram: N10° 14' 0,95''; E78° 47' 20,33''

Textual description of the boundary(ies) of the nominated property	Chettinad comprises of a network of 73 villages and 2 towns forming clusters spread over a territory of 1,550 km² in the Districts of Sivagangai and Pudukottai in the State of Tamil Nadu. The Natukottai Chettiars belong to a lineage of wealthy traders and financiers who made their fortunes by extending their business to the whole of Southeast Asia, particularly during the second half of 19th and early 20th century when they were at the peak of their economic power. Vital component in the south Indian economy, the Natukottai Chettiars represented the major banking Hindu community of South India. Their vast influence and richness allowed the community to build a dense network of 96 villages among which 73 remain, according to the Maniyadi Sastram[1] texts, the traditional planning and lifecycle precincts. All the Chettiar settlements possess outstanding physical characteristics of urban and land-use planning with their South-North/East-West grid pattern, including water system, and the development of palatial architecture which depict a unique cultural interchange of cultures with influences from all over the world and the combination of the vibrant Tamil traditions. These settlements and the architecture, built from 1850's to 1940's, are directly associated with the rich living heritage specific to the Chettiar community. The proposed nomination is comprised of 3 series of villages forming clusters which contribute to the OUV as a whole with urban character forming a unique architectural ensemble. This set reflects a significant portion of the Chettinad territory. The first cluster comprises of 4 villages, Kanadukathan, Pallathur, Kottaiyur and Kothamangalam in the District of Sivagangai. These settlements are neighboring the Raja's Palace which is the starting point for a knowledge-based cultural itinerary in the region. Kottaiyur has been selected as its traditional settlement is exposed to urban development from its neighbor Karaikudi, the economic centre of the region. The second series of cluster, South of the first series, covers the four Chettiar areas of Karaikudi, and the rural villages of Kandanur, Athangudi and Chokalingampudur, in the District of Sivagangai. The third series of cluster is situated North of the first series in the District of Pudukottai
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	with the very significant villages of Rayavaram, Kadiapatti and Arimalam.
A4 or A3 size map(s) of the nominated property, showing boundaries and buffer zone (if present)	Attach A4 or A3 size map(s) which should be the reduced size version of the original copies of topographic or cadastral maps showing the nominated property and buffer zone (if present) at the largest scale available included or annexed to the nomination.
Criteria under which property is nominated (itemize criteria) (see Paragraph 77 of the <i>Operational Guidelines</i>)	
Draft Statement of Outstanding Universal Value (text should clarify what is considered to be the Outstanding Universal Value embodied by the nominated property, approximately 1-2 page format)	According to the paragraph 155, the Statement of Outstanding Universal Value should be composed of: a) Brief synthesis Chettinad possesses some outstanding physical characteristics of urban and rural planning which create a unique architectural ensemble with thousands of palatial houses. This ensemble reflects the way the Hindu Tamil community of Chettians lived. As the result of their travels, they have integrated multiple influences into the Tamil traditions. This blend represents the uniqueness of Chettinad. They had a vision of land-use planning which has connected the different urban to landscape elements, particularly for rainwater harvesting and storage system. The architectural features of the houses comprised of series of courtyards organized along a longitudinal axis as well as the use of material is taking into consideration the semi-arid and hot climate. Chettinad architecture is also closely linked to the lifecycle rituals of the Chettiar community. The mansions were conceived to perform the different functions, rituals and family celebrations during the course of life from birth to death. In addition to the lifecycle rituals, the temple and village festivals are part of the Chettiar culture forming a large set of rituals all over the Tamil year. b) Justification for Criteria

	Criterion (ii): Since the time the community settled in the area, the Chettiars have upheld a vision of planning and development of their territory comprised of outstanding components. Here traditional and overseas influences blend together creating a unique style expressed at the urban, architectural and decorative levels. While the town planning characteristics remain unchanged with the ensemble created by long series of houses, the plan and volumetric configuration and the typologies of the buildings evolved over decades, from 1850' to 1940'. Pavilions, halls and courtyards were added for business purposes and as areas for receptions and weddings, thus adding palatial features to the traditional houses. Every aspect of the architecture was conceived and made to display the wealth of the owner: from the huge development in plan, to the monumental facade, the height of which was enhanced by adding multiple levels of balustrades and the use of many architectural elements such as doubled colonnades and loggias. In order to construct and decorate these mansions, materials and expertise were brought from all over the world, which added to the cultural glory of Chettinad. For examples, teak wood was imported from Burma, satin wood from Ceylon, marble from Italy and Belgium, cast iron and steel from UK and India, ceiling in metal plates from Great Britain, tiles from Bombay, Japan, Germany, France and England, chandeliers from Belgium, France and Italy. As they required the best, they also brought skills from different regions of India such as woodcarving, frescoes and egg-plastering. The layout as well as the large scale and the number of these palatial houses (estimated from 10,000 to 15,000), are very unique in India The Chettinad region comprises a great number of striking "Art Deco" style houses which were largely built during the 1930's and 1940's. Many villages have examples of this international architectural style. Criterion (v): Due to the fact that they settled in a hot and semi arid region, the Chettiars took the climate into consideration to plan the villages, design the palatial houses and in choosing the materials to use. They had a vision of land-use planning which has shaped a unique landscape.
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	The villages are organized following north-south axes, along which are created the longitudinal east-west orientated plots. Following this configuration the houses are built around an east/west central courtyard which provides shade, light, coolness and air. The materials used for construction also respond to the climatic requirements: thick walls of bricks, lime plasters, multiple layer of terracotta tiles roofing, marbles and stones floors are essential components. The slopes of the roofs are important and allow the collecting of rain water during the monsoon season. The collected water serves for household use and to fill up the wells; the overabundant water flows into the drainage system of the village which feeds the common ponds and tanks. The Chettiars have undertaken important earth-work in order to manage the rain water harvesting. They have developed and enhanced on a large scale over the territory, the traditional Tamil techniques of water management. They have shaped together with the local agrarian communities a specific landscape which is today a green and attractive area which hosts migrating bird species a part of the year after the monsoon, in the vicinity of the Gulf of Mannar. This landscape is made of an alternation of lakes lined by bunds planted with different species of trees, of agricultural lands, and of forests and ancient sacred groves. This water system is comprised of two types of inter-connected networks. One is inside the villages comprising drainages and ponds (or <i>ooranis</i>). The other one is made of <i>erys</i> (or <i>Kanmois</i>), traditional surface water storage reservoirs, spread over the countryside around the villages. Criterion (vi): Chettinad architectural uniqueness such as described in criteria (ii) and (v) is closely linked to the lifecycle rituals and living traditions of the Chettiar community. The mansions were conceived to perform the different functions, rituals and family celebrations during the course of life from birth to death. They have been planned by the master masons who built the temples, the <i>stapathis</i>, and followed the traditional Tamil space organization. Chettiar tangible and intangible heritage are inseparable.
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	The main courtyard is considered as the centre part of the house where the rituals are taking place. It operates as a temple sanctuary where the Chief priests of one of the 9 clan temples (each Chettiar belongs to one of the 9 clan temples), celebrate the events. Each space in the house was planned both for receiving daily functions and occasionally hosting rituals. It is to be noted the importance of the cooking area in the Chettiar house where many cooks were hired at the occasion of the celebrations. This way the Chettiars have elaborated a sophisticated cuisine taking recipes from South India and from the countries where they have developed their business shaping a blend and creating an original stylish cuisine. In addition to the lifecycle traditions, the temple and village festivals are part of the Chettiar culture forming a large set of rituals all over the Tamil year. There is an important local craft industry which produces fine architectural and decorative elements such as tiles and wood carvings, ritual items such as bronze figures as well as gifts for weddings such as <i>sarees</i>, basket weavings and jewels c) Statement of Integrity (for all properties) The recent surveys of some villages of the region show that many of the mansions have already disappeared. However this network of 73 villages and 2 towns still comprised of large number of palatial architecture, more than 10 000. The urban grid pattern still remains authentic, as no main alterations have been undertaken in the settlements, preserving the integrity of the town planning. The traditional water management system remains but important portions need to be restored and modernized. According to the preliminary inventory studies, the state of conservation of the palatial houses varies from one village to another. Most of the houses remains intact with the main architectural features. The houses still showcase the lifestyle of the Chettiar community. Despite the loss of about 19% of the buildings, there is still in an important number them in a surviving traditional urban form to claim integrity. The Chettiar living traditions are still alive which has probably enabled the preservation
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	of many of the Chettinad buildings. The landscape shaped over centuries was largely preserved. Some agricultural communities are carrying out their activities and maintain the landscape features and botanical species in the region even if the young generations are more and more moving to the metropolis abandoning their native rural places for attractive job opportunities. Among other living heritage, the unique Ayyanar rituals of the region and their shrines are located in sacred groves which preserve the botanical and fauna species of Tamil Nadu., d) Statement of authenticity for properties nominated under criteria (i) to (vi) <i>Authenticity of Form and Design:</i> Despite the loss of a certain number of Chettiar houses, there are significant remains of traditional urban fabric as well as mansions to consider and to claim both authenticity and integrity. <i>Chettinad Trail in Tamil Nadu</i>[1], outlines the general mapping and inventory of the region. The different studies realized by universities from India and Europe, attest the original character of the urban planning as well as the architectural features. The studies produced in the framework of the <i>Revive Chettinad Heritage Project</i>[2] have highlighted the evolution of the Chettiar settlement from 1850's to 1945. The study of Ms. Silvia Talevi[3], shows the common urban characters of the villages of Kanadukathan, Pallathur and Kothamangalam, such as the urban grid pattern, the orientation according to cardinal points, the main streets with North-South direction and the secondary streets with East-West direction. The orthogonal plan of the villages is a blend of Western and Tamil organization. The layout of the house is a common feature in all the villages (<i>Evolution</i>[4]). 50 House Inventory forms have been realized in 3 villages which attest the original character. The spaces and their use have survived over the evolution, from the 1860's houses to the late Art Deco, (<i>Transition from Tradition: A case of Art-Deco Chettiar Bungalows in Tamil Nadu 1930 - 1940</i>[5]).
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	In another study, Caroline Horgnies[6], attests clearly the origins and dates of the material as well as the blend of culture with the architectural features of Western influences and of traditional Dravidian references given by the <i>Stapathis</i>. <i>Authenticity of Materials and Substance:</i> An important collection of materials have been inventoried and is reflecting their diversity, their various origins from India and abroad and their dates of making (1860' to 1940'). <i>Authenticity of use and Function:</i>One of the major inventory work on Chettiar traditions has been realized by a group of Chettiars who published <i>The Chettiar Heritage</i>[7]. They have inventoried all the different rituals of the lifecycle, which are today followed by the community in the ancestors' homes, preserving both built and living heritage. Ms. Rani Vedomuthu[8] has described the traditional functions in the Chettiar house showing the undivided joint family way of living. <i>Authenticity of Traditions, Techniques and Management Systems:</i>The Chettiar homes have been constructed following the traditional rules of space organization by the master masons who built the Dravidian temples of the region, the <i>stapathis</i>, <i>Traditional and Vernacular Architecture</i>[9]. <i>The Ery Systems of South India, Traditional Water Harwesting</i>[10] is stating how the system of network of lakes is organized in Tamil Nadu and how agrarian communities manage the water system. Recent inventory works show the importance of the traditional rain water harvesting system in the Chettiar villages. Unfortunately this system has not been maintained to ensure properly the collect of rainwater. <i>Authenticity of Location and Setting:</i>Revenue maps are the official graphic documents inherited from the British rulers and are still used as reference for mapping the villages. By superimposition with satellite views it was stated that the urban fabric remains in its integrity. (<i>Atlas of Chettinad</i>[11]) <i>Authenticity of Language, and other forms of Intangible Heritage:</i><i>The Origin of Nattukottaiyarss and their Communal Practices</i>[12] is an original Tamil document on palm leaves, dated about 1840', stating the Chettiar traditions with detailed
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	description of the different rituals of wedding. <i>Authenticity of Spirit and Feeling:</i>Chettinad is a cultural territory organized in 9 clan temples. These temples are living places where each member of the community is attending for celebrating the different hallmarks of his lifecycle. <i>Other internal and external factors of Authenticity:</i>The Chettiars have extended their activities and settled their business over South East Asia, in particular in Burma, Vietnam, Malaysia, Singapore, Indonesia and Ceylon where they have built temples. They have got the permission of building sanctuaries for their devotions. These temples are still standing today. (The photographs inventory of Mr. C.Y. Ravi). e) Requirements for protection and management See format in Annex 10
Name and contact information of official local institution/agency	Organization: Address: Tel: Fax: E-mail: Web address:

Sources :

File from the nomination of Chettinad in the Tentativ list

- [1] *Thiagarajan, Deborah. The vernacular architecture of Tamil Nadu.* Madras Craft Foundation, 1991
- [1] *Indian Heritage Passport Programme, Chettinad Trail in Tamil Nadu,* Bernard Dragon, Michel Adment, UNESCO 2010
- [2] *Draft Action Plan on Protection Conservation & Development of the Chettinad Region,* prepared by ArcHe-S for UNESCO, 2007
- [3] *Chettinad Heritage Trail,* Silvia Talevi, RLICC /ArcHe-S 2012
- [4] *The Evolution, Chettinad Heritage Trail,* Silvia Talevi, RLICC/ArcHe-S 2012
- [5] *Transition from Tradition: A case of Art-Deco Chettiar Bungalows in Tamil Nadu 1930 – 1940,* by Shivang Shelat, CEPT- AhmanabadArcHe-S
- [6] *Interiors of Chettiars Houses,* Master Thesis, Caroline Horgnies, RLICC in partnership with ArcHe-S

- [7] *The Chettiar Heritage*, Meenakshi Meyyappan, Visalakshi Ramasamy, S. Muthia, 2010,
- [8] Ms. Rani Vedamuthu[8], Dean SPA Anna University *An Approach- Arch Approach to the Study of the Contemporay Chettiar Dwelling of Tamil Nadu, India*
- [9] *The Traditional and Vernacular Architecture*, Deborah Thiagaraj, Madras Craft Foundation 1991
- [10] *The Ery Systems of South India, Traditional Water Harwestin*, T.M. Mukudan, Akash Ganga Trust 2005
- [11] *The Atlas of Chettinad*, ArcHe-s/ UNESCO/ Region Centre/ Tamil Nadu, 2009
- [12] *The Origin of Nattukottaiyarss and their Communal Practices*, M. Gobalakichenane East West Books 2008

Chapter 1 : Identification of the property

NOMINATION Format	Explanatory Notes
1. Identification of the Property	Together with Section 2, this is the most important section in the nomination. It must make clear to the Committee precisely where the property is located and how it is geographically defined. In the case of serial nominations, insert a table that shows the name of the component part, region (if different for different components), coordinates, area and buffer zone. Other fields could also be added (page reference or map number, etc.) that differentiate the several components.
1.a Country (and State Party if different)	India
1.b State, Province or Region	Sivagangai & Pudukottai Districts, Tamil Nadu State
1.c Name of Property	Village Clusters of the Tamil Merchants
1.d Geographical coordinates to the nearest second	The property comprises series of 3 clusters of total 11 villages. Cluster I (4 settlements): Kanadukathan, Pallathur, Kothamangalam et Kottaiyur. Cluster II (4 settlements): Athangudi, Chokalingampudu, Karaikkudi et Kandapur. Cluster III (3 settlements): Rayavaram, Arimalam et Kadiapatti- Ramachandrapuram.

Id n°	Name of the component part	Region(s) / District(s)	Coordinates of the Central Point	Area of Nominated component of the	Area of the Buffer Zone	Map N°
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				Property (ha)	(ha)	
001	Kanadukathan	Tamil Nadu/Sivagangai	N10° 10' 29,17"; E78° 46'41,64"			
002	Pallathur	Tamil Nadu/Sivagangai	N10° 8' 42,61"; E78° 47' 58,21"			
003	Kothamangalam	Tamil Nadu/Sivagangai	N10° 11' 32,58"; E78° 48' 24,49"			
004	Kottaiyur	Tamil Nadu/Sivagangai	N10° 6' 42,78"; E78° 47' 44,91"			
005	Athangudi	Tamil Nadu/Sivagangai	N10° 9' 21,63"; E78° 43' 41,73"			
006	Chokalingampudur	Tamil Nadu/Sivagangai	N10° 9' 0,93"; E78° 44' 48,91'			
007	Karaikkudi	Tamil Nadu/Sivagangai	N10° 4' 2,32"; E78° 45' 55,59"			
008	Kandanur	Tamil Nadu/Sivagangai	N10°6'20"E78°49'35"			
009	Rayavaram	Tamil Nadu/Pudukottai	N10° 14' 56,62"; E78° 48' 45,16'			
010	Arimalam	Tamil Nadu/Pudukottai	N10° 15' 28,62"; E78° 53' 22,4"			
011	Kadiapatti-Ramachandrapuram	Tamil Nadu/Pudukottai	N10° 14' 0,95"; E78° 47' 20,33"			

Total area (in hectares)		ha	ha	
NOMINATION Format		Explanatory NoteS		
1.e	Maps and plans, showing the boundaries of the nominated property and buffer zone	Annex to the nomination, and list below with scales and dates: (i) Original copies of topographic maps showing the property nominated, at the largest scale available which shows the entire property. The boundaries of the nominated property and buffer zone should be clearly marked. The boundaries of zones of special legal protection from which the property benefits should be recorded on maps to be included under the protection and management section of the nomination text. Multiple maps may be necessary for serial nominations (see table in 1.d). The maps provided should be at the largest available and practical scale to allow the identification of topographic elements such as neighbouring settlements, buildings and routes in order to allow the clear assessment of the impact of any proposed development within, adjacent to, or on the boundary line. The choice of the adequate scale is essential to clearly show the boundaries of the proposed site and shall be in relation to the category of site that is proposed for inscription: cultural sites would require cadastral maps, while natural sites or cultural landscapes would require topographic maps (normally 1:25 000 to 1:50 000 scale). Utmost care is needed with the width of boundary lines on maps, as thick boundary lines may make the actual boundary of the property ambiguous. Maps may be obtained from the addresses shown at the following Web address http://whc.unesco.org/en/mapagencies. All maps should be capable of being geo-referenced, with a minimum of three points on opposite sides of the maps with complete sets of coordinates. The maps, untrimmed, should show scale, orientation, projection, datum, property name and date. If possible, maps should be sent rolled and not folded. Geographic Information in digital form is encouraged if possible, suitable for incorporation into a GIS (Geographic Information System), however, this may not substitute the submission of printed maps. In this case the delineation of the boundaries (nominated property and buffer zone) should be presented in vector form, prepared at the largest scale possible. The State Party is invited to contact the Secretariat for further information concerning this option. (ii) A Location Map showing the location of the property within the State Party, (iii) Plans and specially prepared maps of the property showing individual features are helpful and may		

	also be annexed. To facilitate copying and presentation to the Advisory Bodies and the World Heritage Committee A4 (or “letter”) size reduction and a digital image file of the principal maps should also be included in the nomination text if possible. Where no buffer zone is proposed, the nomination must include a statement as to why a buffer zone is not required for the proper protection of the nominated property.
1.f Area of nominated property (ha.) and proposed buffer zone (ha.) Area of nominated property: _____ ha Buffer zone _____ ha Total _____ ha	In the case of serial nominations (see Paragraphs 137-140 of the <i>Operational Guidelines</i>), insert a table that shows the name of the component part, region (if different for different components), coordinates, area and buffer zone. The serial nomination table should also be used to show the size of the separate nominated areas and of the buffer zone(s).

Nomination file : missing elements

Chapter 0: Executive summary

- A4 or A3 size map(s) of the nominated property, showing boundaries and buffer zone (if present)
- Draft with the main requirements for protection and management Name and contact information of official local institution/agency

Chapter 1: Identification of the property

- For each village : Area of Nominated component of the Property (ha) and Area of the Buffer Zone (ha)
- Maps and plans, showing the boundaries of the nominated property and buffer zone
- Area of nominated property (ha.) and proposed buffer zone (ha.)

Chapter 2 : Description of the property

- A note with all the significant features of the property (including cultural elements, description of landscapes, streets pattern, buildings, interactions between men and lands etc.). Caution : each cluster should be separately described.
- A note where we have to describe how the property has reached its present form and condition and the significant changes that it has undergone, including recent conservation history (with a focus on Chettiard history)

Chapter 3 : Justification for inscription

- A complete statement of integrity
- summary from chapter 4 and 5
- 3.2) A comparative analyse between the property and similar property(whether on the World Heritage List or not.) in order to show the reason that make the property stand out and explain the importance of the nominated property both in its national and international context.
- Write a statement of outstanding universal value (it will be display on UNESCO website)

Chapter 4: State of Conservation and factors affecting the Property

- A note presenting the present state of the property (indicate if some repairs are necessary and also any recent or forthcoming major repair project)

- A note with the factors affecting the property (number of inhabitants, development and environmental pressures, natural disasters) and also how responsible visitations will be set up.

Chapter 5: Protection and Management of the property

- Indication of the major categories of land ownership
- List the relevant legal, regulatory, contractual, planning, institutional and/ or traditional status of the property and describe how it work
- A summary of the agreed plans which have been adopted with the date and agency responsible for preparation (and the plans have to be attached in Chapter 7)
- A detailed analysis or explanation of the management plan or a documented management system shall be provided.
- A timetable for the implementation of the management plan is recommended (both have to be attached in Chapter 7)
- Show the sources and level of funding which are available to the property on an annual basis.
- Indicate the expertise and training which are available from national authorities or other organizations to the property.
- Describe the inclusive facilities available on site for visitors and demonstrate that they are appropriate in relation to the protection and management requirements of the property.
- Provide information on the policies and programmes for the presentation and promotion of the nominated property.
- Indicate the skills and qualifications available needed for the good management of the property

Chapter 6 : Monitoring

- List in table form those key indicators that have been chosen as the measure of the state of conservation of the whole property
- Contact information of the agencies responsible for the monitoring referenced
- List, with a brief summary, earlier reports on the state of conservation of the property and provide extracts and references to published sources

Chapter 7 : Documentation

- Inventory of all pictures, videos etc. used in the nomination file

Chapter 8: Contact Information of responsible authorities

- Contact information of the individual responsible for preparing the nomination.
- Contact information of the agency, museum, institution, community or manager locally responsible for the management of the property.

- contact information of local institution (to receive UNESCO newsletter)
- Address of a website dedicated to the nominated property

Chapter 9: Signature on behalf of the State party

- The signature of the official empowered to sign it on behalf of the State Party.