Punjab Freedom Movement Memorial Foundation

Jang-e-Azadi Memorial Kartarpur, Punjab



Project Brief

Background:
Jang-e-Azadi Memorial, ***a project of national importance***, is instituted by Govt. of Punjab to commemorate the ***unparalleled contribution and sacrifices*** of freedom fighters in our ***struggle for the independence*** of India.

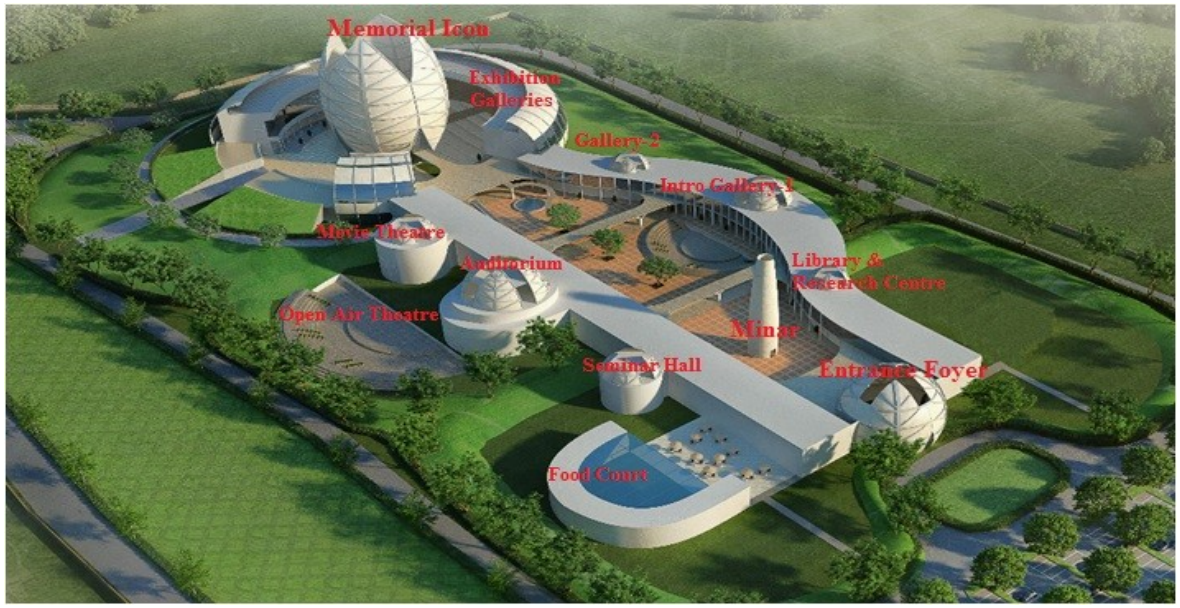
Key Highlights of the Project

Location	**Total Site area:**
Kartarpur, Punjab	25 Acre

Key Project Components:
Entrance Foyer, Galleries, Auditorium, Seminar Hall, Movie Theatre, Open Air Theatre, Memorial Icon, Immersive Dome, Library, Amphitheatre for Laser show, Food Court etc.

Vision:
The project is conceptualized with a ***vision to showcase the rich history and the contribution of the martyrs of our country*** in the independence movement.

Aim:
To make the people, ***especially the youth***, aware about the ***contribution of people of Punjab and other Indians in the struggle of Independence*** by showcasing it through various re-presentation mediums.



*Jang-e-Azadi Memorial project is conceived as an **educational hub, using unconventional mediums of re-presentation** for imparting information and knowledge to the people.*

Jang-e-Azadi Memorial-an unconventional education hub

Jang-e-Azadi Memorial is ***an unconventional institutional project focusing at imparting information and knowledge*** to the people.
The key points of ***process engineering which differentiate Jang-e-Azadi from conventional institutions*** of education are:

Concept and Layout of the project — 01

- The layout and design of the project is conceptualized to provide a feeling of grandeur and ***combining the different types of components in a seamless manner*** , to create an integrated complex.
- The circular and curved form used to design the structure houses the ***focal centre like Minar and Memorial Icon which integrates it with a harmonious ensemble of galleries amplifying the struggle and sacrifices*** for the freedom of the country around a ceremonial path.

Use of Advanced Re-presentation techniques — 02

- The advanced techniques used for representation of the events starting from the reign of Maharaja Ranjit Singh are:
  - ***Immersive dome*** with 270 degree projection
  - ***Video walls***
  - Life size ***dioramas*** of events
  - ***Interactive touch table*** providing information regarding the events in three languages(Hindi, English, Punjabi) for the entire timeline
  - Kiosks with ***video and audio documentaries*** for exhibits
  - Use of m***ultimedia like Movie and Laser show*** of 3D mapping showing the entire story of independence.

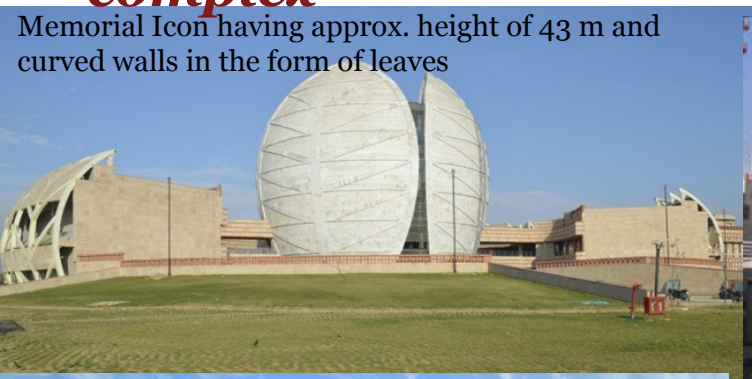
Use of media catering to the people of all ages — 03

Content developed keeping into consideration the interest of people of all age groups, thus making the project inclusive in nature:

- ***15 min movie with 270 degree projection using caricature*** in immersive domes presenting the story of independence struggle.
- ***90min movie*** showcasing the struggle of freedom
- ***45 min laser show combing the laser projection technique and 3D projection*** for presenting the story of struggle in a form of ballad.

Key features of project layout and Design making it a integrated complex

Memorial Icon having approx. height of 43 m and curved walls in the form of leaves



View of Memorial Icon from Courtyard





Minar in courtyard with a height of 43 m and non uniform section

View of central courtyard with Open Air Theatre



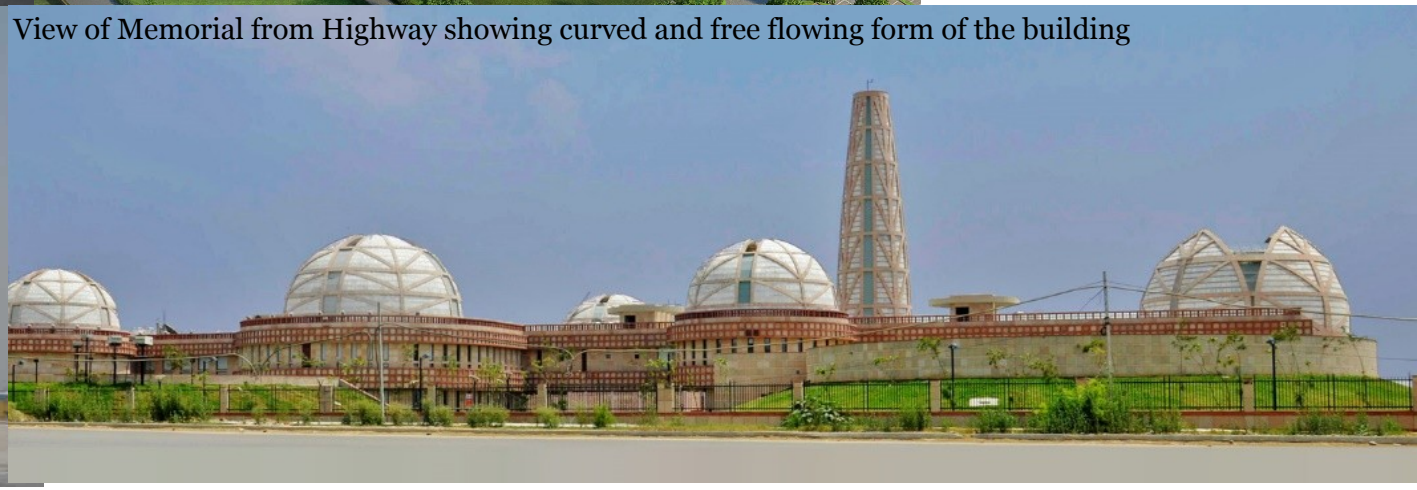
Layout of Memorial showing seamless integration of the components



Entrance Foyer with curved walls in the form of leaves

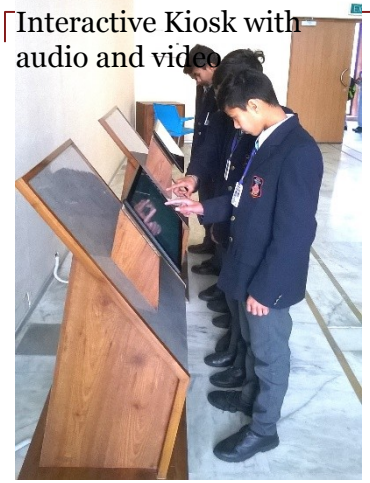


View of Memorial from Highway showing curved and free flowing form of the building



Key presentation techniques used for conveying information which makes it an innovative project

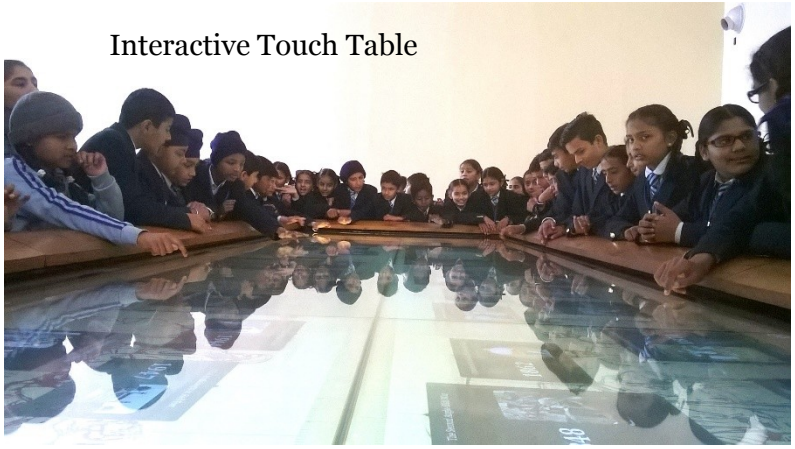
Interactive Kiosk with audio and video



Movie showing the story of independence and the events



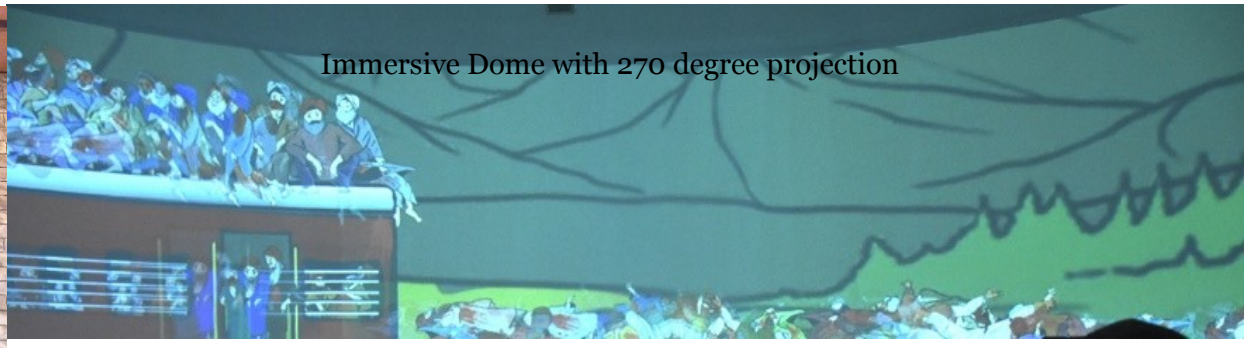
Interactive Touch Table



Life size dioramas shows depicting scenes



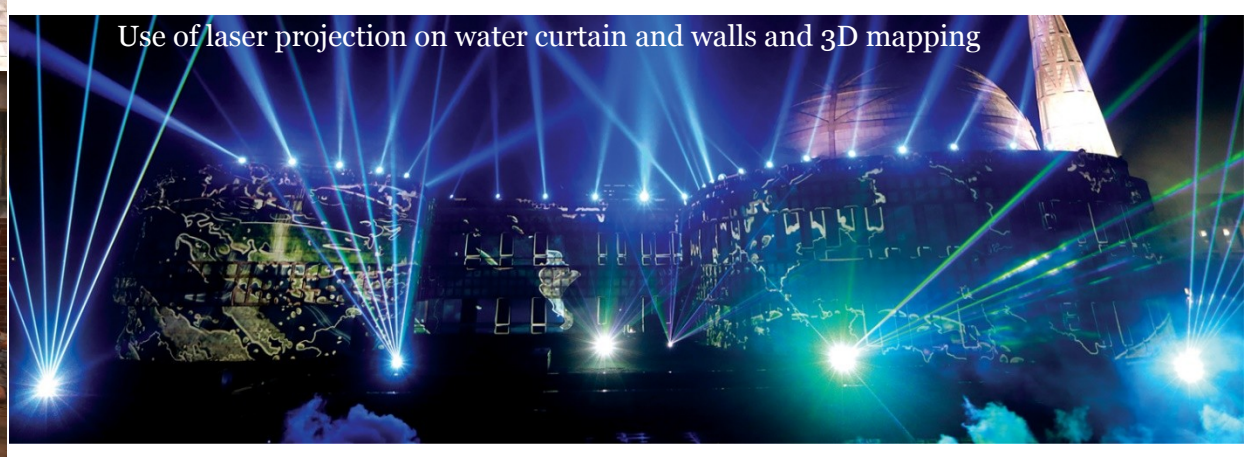
Immersive Dome with 270 degree projection





Life size dioramas shows Jallianwala Bagh Masscare Sceene

Use of laser projection on water curtain and walls and 3D mapping



Jang-e-Azadi Memorial

PFMMF

Institutional mechanisms set up effective implementation of the initiative

To ensure the ***effective implementation of the initiative and to ensure the vision of the project*** is carried forward during the entire life cycle of project development following ***robust institutional mechanism*** was set up by Govt. of Punjab

Punjab Freedom Movement Memorial Foundation
(an autonomous body set up by Govt. of Punjab)

Executive Committee

Key objective :
Management and Administration of the Foundation

No. of Members:
9 members nominated by the Foundation
Official and Non-Official Members:
3 Nos. of official members and 6 Nos. of Non Official members
President of Committee:
Dr. Barjinder Singh Hamdard
Member Secretary of Committee:
Chief Executive Officer, PFMMF
Official Members of Committee:
Principal Secretary to Hon'ble CM
Principal Secretary Department of Cultural Affairs
Chief Executive Officer(CEO), PFMMF

Managing Committee

Key objective :
Management of Operation & Maintenance phase of the project.

No. of Members:
8 members nominated by the Foundation
Official and Non-Official Members:
2 Nos. of official and 6 Nos. of Non Official members
President of Committee:
Dr. Barjinder Singh Hamdard
Secretary of Committee:
Dr. Lakhwinder Singh Johal
Official Members of Committee:
Secretary, Department of Cultural Affairs
Deputy Commissioner, Jalandhar

Innovative use of available resources for effective implementation of the initiative

- Concept Committee was set up for developing the concept paper of the project which became a guiding document for development of Project.
  - For setting up of the Concept Committee the subject matter expert in the history of Punjab were selected from Universities/Institutes of Punjab and Renowned Literary Persons of national fame from Punjab.

- Appointment of Independent Engineer for management and supervision of the Project
  Leveraging the expertise of Public Works Department, Punjab in project execution and construction supervision to ensure the timely completion of the various Phases of the project.

- Appointment of Chief Executive Officer for the project
  For the overall administration and management of project leveraging the expertise and experience of Govt. officials at or above additional secretary level for the role of CEO.

Use of technology to ensure effective implementation of the initiative

Due to the complex form and design of the project which has components like Memorial Icon having walls in the form of leaf and height of approx. 43 m, following steps were taken:

- Use of ***composite structure for construction*** i.e. use of concrete and steel structure elements as per applicability to achieve the desired design and form.

- Selection of ***stone finish to ensure ease of maintenance and durability of exterior façade during the operational*** phase of the project.

- Inclusion of ***environmental friendly*** measures like :
  -Solar lighting for outdoor area of site, thus reducing the power requirement,
  -Setting up of STP plant for waste management and reduce requirement of fresh water by utilizing treated water for site landscape.
  -Use of grass pavers in parking and open areas and development of Rain water harvesting system to ensure ground water recharge, as the area does not have municipal trunk line connection.

Inaugurations: ***The first phase of the Memorial was opened by the then Hon'ble Ex-Chief Minister of Punjab on 06-11-2016, Second phase was opened by the Hon'ble Chief Minister of Punjab on 06-03-2018 and Third Phase was opened by the Hon'ble Chief Minister of Punjab on 14-08-2019***

Impact, Outcomes of the project

- As per google rating & reviews, Jang-e-Azadi Memorial has been ***rated as 4.3 by the visitors and has more than 2289 review*** shared by the people visited the Memorial.
- 6,50,000 no. of visitors who have visited the Memorial till Now
- 1,11,014 no. of school students who have visited the Memorial
- Other dignitaries / groups who have visited the project
  - **International Dignitaries** : The Counsel General of Canada at Chandigarh

    1. Mia Yen accompanied by her spouse, john Higginbotham.

    2 Group of 28 Civil Services Officers from 24 Developing Countries.

    National Dignitaries:

    1. His Excellency Governor of Punjab 2. Hon'ble Chief Minister of Punjab
    3. Hon'ble Justice Punjab & Haryana High Court











Feedback received for the Project

Project has received overwhelming feedback from the schools and other groups, and has become a landmark as an educational institute of unconventional nature.









Jang-e-Azadi Memorial

Feedback received for the Project- through print and broadcast media

Jang-e-Azadi memorial at Kartarpur emerges as educational, cultural hub

DP CORRESPONDENT
Chandigarh

The Jang-e-Azadi memorial at Kartarpur envisioned as the perfect tribute to the innumerable sacrifices of the freedom fighters during independence movement is not only proving to be just that but is also emerging as an educational and cultural hub of Punjab making the people especially the young generation aware about the historical and cultural past.

Disclosing this, an official spokesman said that with the 2 phases of the memorial being inaugurated, the second one in March, 2018 the memorial has emerged as one of the most must visit tourist destinations on the itinerary of every visitor whose number has crossed 3,50,000 in a very short span of time.

Divulging more, the spokesman said that as soon as a visitor enters the portals of the memorial, a feeling of having stepped into an era gone by immediately takes charge. The Entrance Foyer has a model of the memorial to have an overview of the project apart from the murals depicting the eminent personalities of the freedom struggle. Then, there is a minaret holding the sacred and immortal flame of the martyrs of freedom movement. After this comes the galleries where a 15 minute animated movie is exhibited with the aid of 3D projection technique depicting the precious contributions made by Punjab during the various phases of the struggle for country's independence. The timeline of key events in the history of freedom struggle depicted with murals also lend an aura of its own kind to the memorial. Then one proceeds towards the memorial icon which is in the form of 4 petals taking inspiration from the phulkari textile pattern of Punjab symbolizing the honouring of the sacrifices of the freedom fighters and paying homage to them through flowers. A movie directed by the renowned bollywood movie moghul Shyam Benegal showcasing the independence movement with Punjab's leading role in it is also screened at regular intervals. Next comes the amphitheatre for holding social as well as the cultural events, Seminar Hall having capacity to seat 150 people, Library, Auditorium and Food Court for satiating the hunger of the tourists. A highlight of the memorial is the laser show of 45 minutes on the freedom struggle & the partition using laser, 3D projection and Water Curtain Projection techniques. The contribution of Sher-E-Punjab Maharaja Ranjit Singh is also showcased in an effective manner.

Adding more, the spokesman said that the entry ticket rates have been kept reasonable in order to enable each and every person to visit the landmark and have a feel of the countless sacrifices made by Punjab in the struggle for country's independence. The memorial is open all 7 days a week from 11.00 am to 7.30 pm. The Managing Committee under the presidentship of Dr Barjinder Singh Hamdard is ensuring the perfect upkeep and the maintenance of the memorial as per world class standards.





Jang-e-Azadi memorial at Kartarpur. DP

- Number of visitors crosses three and half lakhs
- Hi-tech galleries, laser shows, movies depict sacrifices of freedom fighters



Student trips to Jang-e-Azadi launched

TRIBUNE NEWS SERVICE

KARTARPUR, SEPTEMBER 3

In line with the "vigyan yatra" programme for taking government school students to Pushpa Gujral Science City, the Education Department has started a similar student tour plan for Jang-e-Azadi Memorial here.

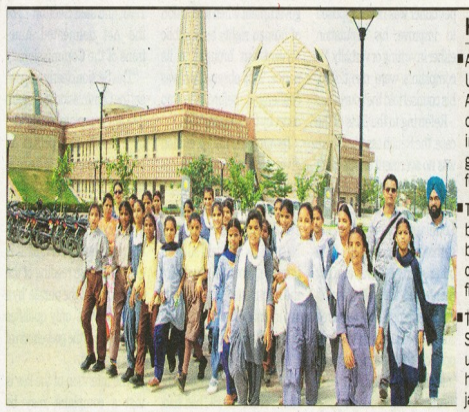
The schools across Punjab are being sanctioned Rs 10,000 for taking a group of 50 students to the site, which includes Rs 30 ticket per student that the memorial staff charges, transport expenditure and day's meal and refreshment that the staff arranges for the students. With this arrangement, the memorial has started making a nominal income to run the day-to-day expenditure incurred on staff, maintenance, electricity and other provisions.

The CEO of the memorial, Vinay Bublani, said the school trips got started about three weeks back. "We are getting a complete schedule from the Education Secretary. We had requested the government to get it started in line with tours for the Science City," he added.

Besides students, the other visitors are being charged Rs 50 per person. The memorial has a footfall of 1,500 to 2,000 visitors a day, with numbers growing on weekends and holidays. Every visitor that makes it to the memorial usually spends about two hours, which includes watching a 30-minute movie of Bollywood film-maker Shayam Benegal on the memorial as well as freedom struggle and two of 10 minute duration – one in a 3-D immersive dome on 100 years of freedom struggle of India and another on Maharaja Ranjit Singh's rule.

The second phase of memorial which came up recently, too, has many attractions. It starts with scenes of Anglo-Sikh war depicting 1840s conflicts between the British East India Trading Company and the Sikh Empire. The next major attraction is the scene of killing of butchers by the Namdhari Sikhs in Malerkotla, setting of cows free and hanging of Kukas in the case with complete historical description.

Next in the same gallery is the depiction of the agrarian unrest of 1907. The students find it interesting here to put wheat grains in an animal-driven flour mill, which activates a sensor leading to running of a short movie on the topic on an LED screen put up at the background.



Schools are being sanctioned ₹10K each for taking a group of 50 students to the site. TRIBUNE PHOTO: SARABJIT SINGH

HERITAGE TOUR

- A replica of India House, UK, and scene of killing of Assistant Superintendent of Police John P Saunders in Lahore in the next gallery, too, are fascinating for the students
- The bombing of the Assembly by Bhagat Singh has been captivated in a glass-covered box with miniature figures inside it
- The hanging of Bhagat Singh, Rajguru and Sukhdev using full size statues on a huge raised platform with jail at the backdrop surely moves the visitors once

Measure undertaken for promoting awareness and stakeholder participation

- For ***promotion and creating awareness*** about the project among the ***children and youth***, a request was sent to the Department of Education by PFMMF ***for inclusion of education trip to the Memorial in the curriculum*** of schools.

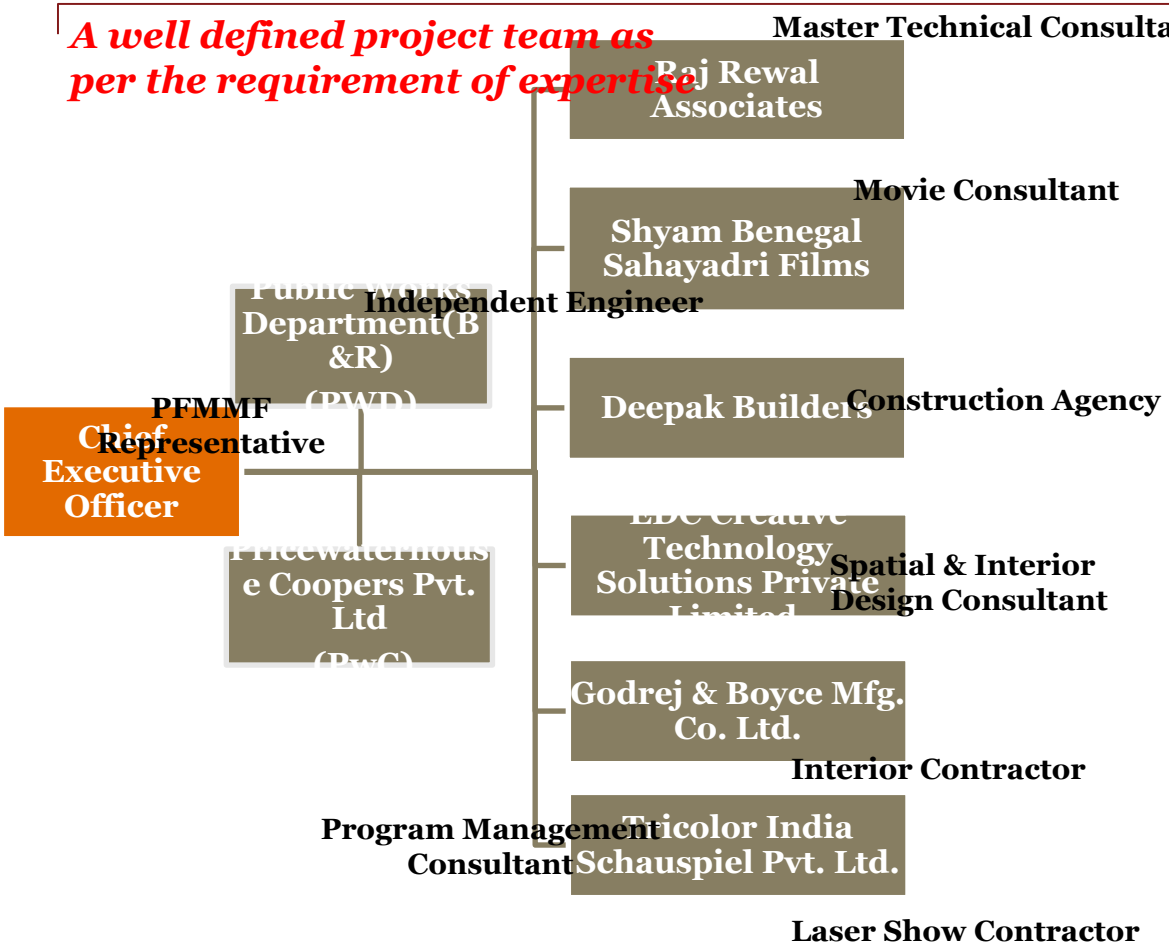
- Based on the request, ***a mandate was given to Govt. schools of Punjab by Department of Education*** for conducting education trips to the Memorial.

Convergence with existing schemes of Government of India/State Government

- The ***funding for conducting educational trip by the Schools*** is provided by Department of Education under State/Central Scheme

Transparency and accountability in the implementation of the initiative

A well defined project team as per the requirement of expertise



Sustainability of the initiative

The steps taken towards making Jang-e-Azadi Memorial Self Sustainable for managing its O&M expenses are:

- **Utilization of interest from seed money provided for O&M**
- **Revenue from levying of nominal ticket for Memorial visit and Laser Show**
- **Revenue from leasing out Food Court & Cafeteria space to third party for operation**
- Leasing of spaces like **Auditorium, Seminar Hall, Amphitheatre** to schools/ corporates for conducting cultural events/training/ conference/ workshops etc.

Replicability of Initiative:

This project has been conceived in phases to add new features for sustaining interest of viewers and creating opportunity for re-visits.

- ***For this third phase of the project has been initiated in which the students can experience the Cellular Jail and Jallianwala Bagh event through holographic projection technique.***

Thank You