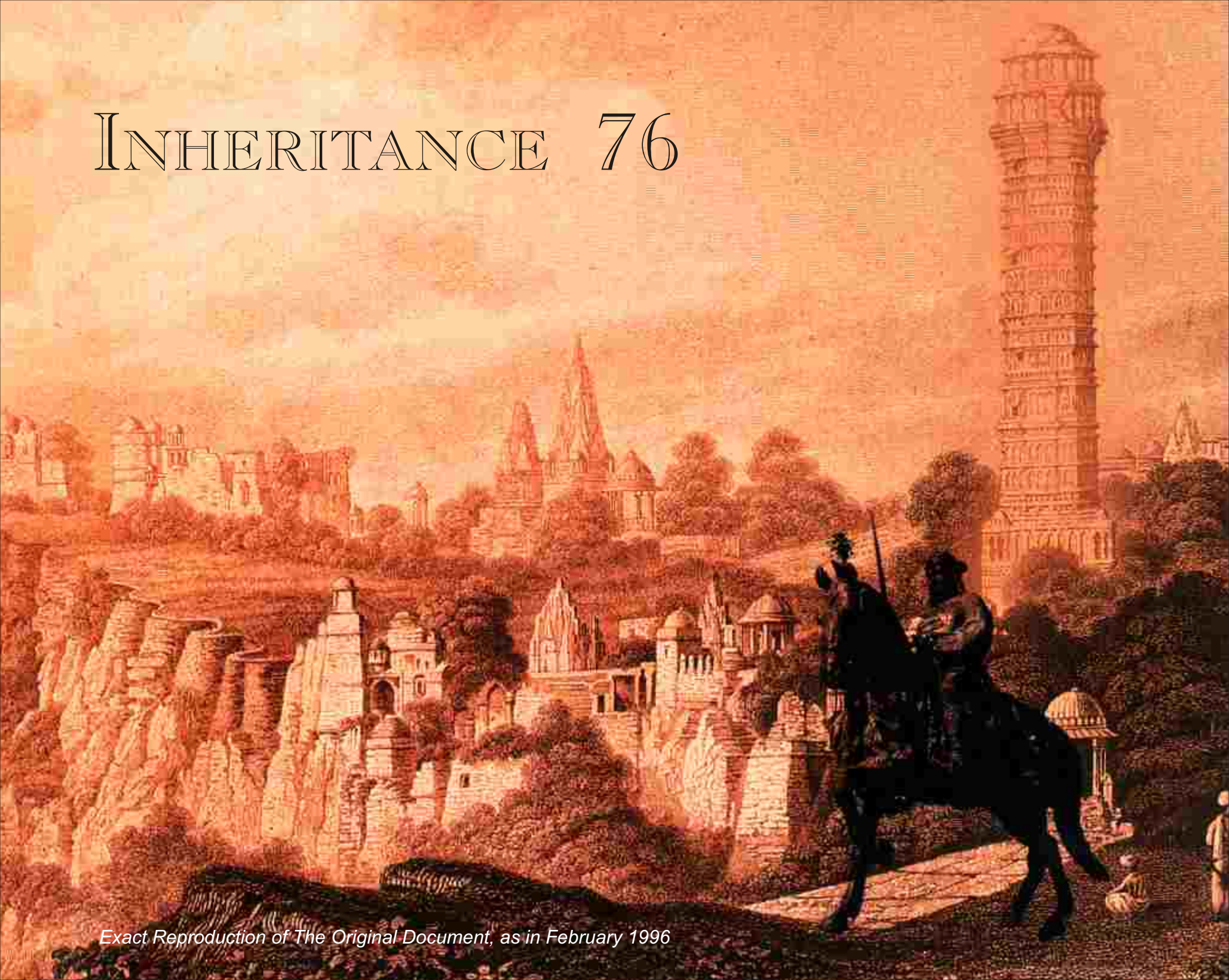


INHERITANCE 76



Exact Reproduction of The Original Document, as in February 1996



Bappa Rawal - the founding father of the Udaipur, Mewar dynasty - receiving the State in trust from his guru Harit Rishi at Eklingji



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Udaipur
24° 36' N
73° 42' E

INDIA



RAJASTHAN

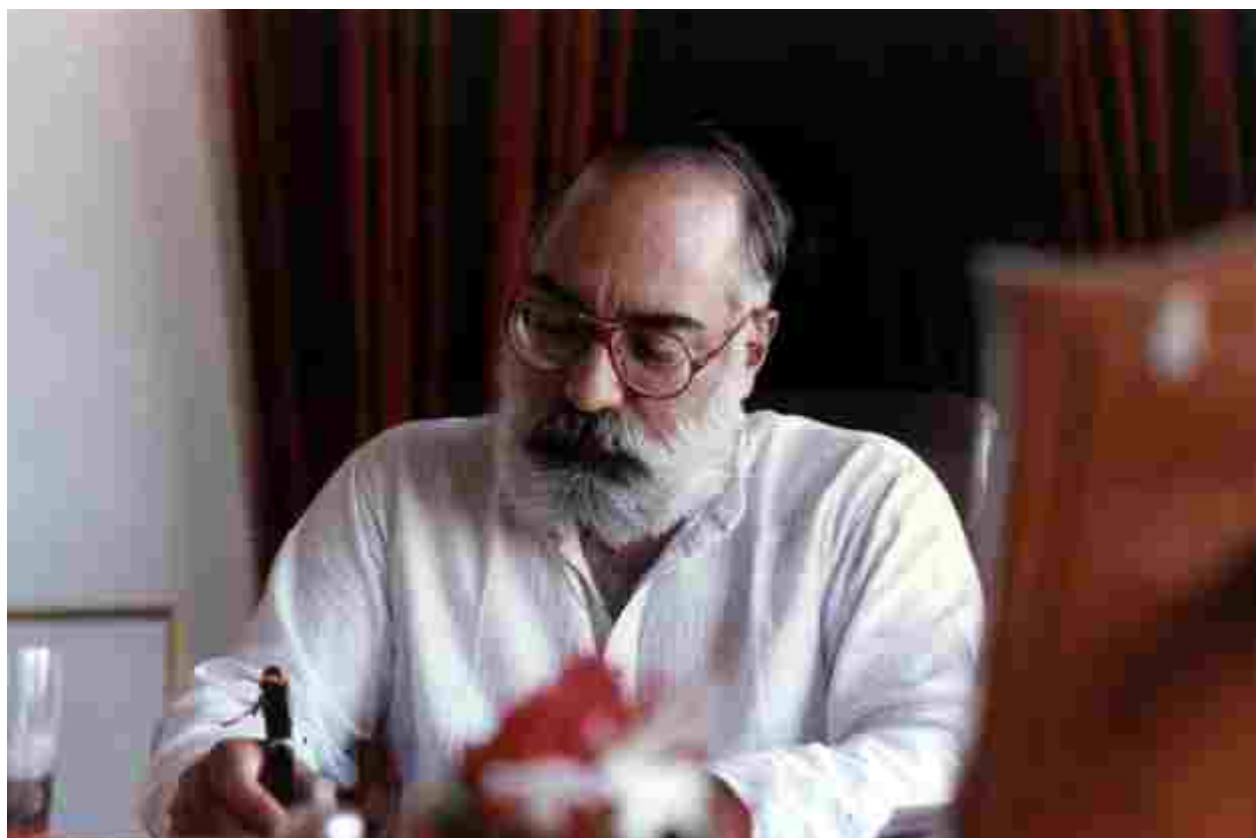


THE INHERITANCE OF THE MAHARANAS OF UDAIPUR



The House of Mewar

**“The Almighty protects those who stand
steadfast in upholding righteousness.”**



Arvind Singh Mewar
76th Custodian of The House of Mewar
13th December, 1944-

Arvind Singh Mewar

Preface



**The Palace
Udaipur
Rajasthan
India**

I believe in the past, with my feet in the present, and my mind in the future.

Throughout our history change has been a way of life with us. We have been successful in adapting to it. Now the pace of change is accelerating fast. Perhaps nowhere is this more evident than in India, as new opportunities open and the climate for foreign investment improves.

Change rarely invalidates the past, and it does not necessarily imply a rejection of the old. A great deal can - and should - be preserved from the past. This applies as much to those aspects that touch our sense of beauty and achievement, as to those that help us to function on a day to day basis. In particular we should treasure the ancient and selfless values that have stood the test of time.

In the following pages you will see much evidence of the past, and much of the change that has brought us to the present. If I have failed to convey the best of those values that have been the bedrock of the House of Mewar through the centuries, I have utterly failed to convey those for which I am presently responsible. Later in this document you will see that such values are echoed in a letter from my father to Shrimati Indira Gandhi, the then Prime Minister of India. I wish to perpetuate that echo.

Fortunately, in our business affairs, we now speak from a position of all round strength. It would be quite possible for us to rest upon our laurels, and become unreceptive to new ideas. But such complacency is neither in my nature, nor is it in accordance with my responsibilities to my successors and the people they will serve in the future.

It is the future - far more than the present - that concerns me, though I am fearful of neither.

It is now that I must attend to the future.



Maharana Uday Singh 1537-1572 A.D. The founder of Udaipur.

Early Days

Mewar... later became the premier Rajput State in India and the only dynasty which ruled over the same territory whilst outliving twelve centuries of foreign domination. Her fertile plains and prosperous cities were a standing temptation to hordes of hungry invaders who came with monotonous regularity to devastate her lands and plunder her wealth. But, true to their family's tradition the Maharanas never compromised the honour of Mewar for the sake of safety or endangered her independence for political or material gain. When later, surrounded by Muslim dominated kingdoms, Delhi in the North, Malwa in the South and Gujerat in the West, they constantly and often successfully opposed them all. Alone amongst the Hindu Princes they stood firm in refusing to intermarry with the Mughal Emperors.

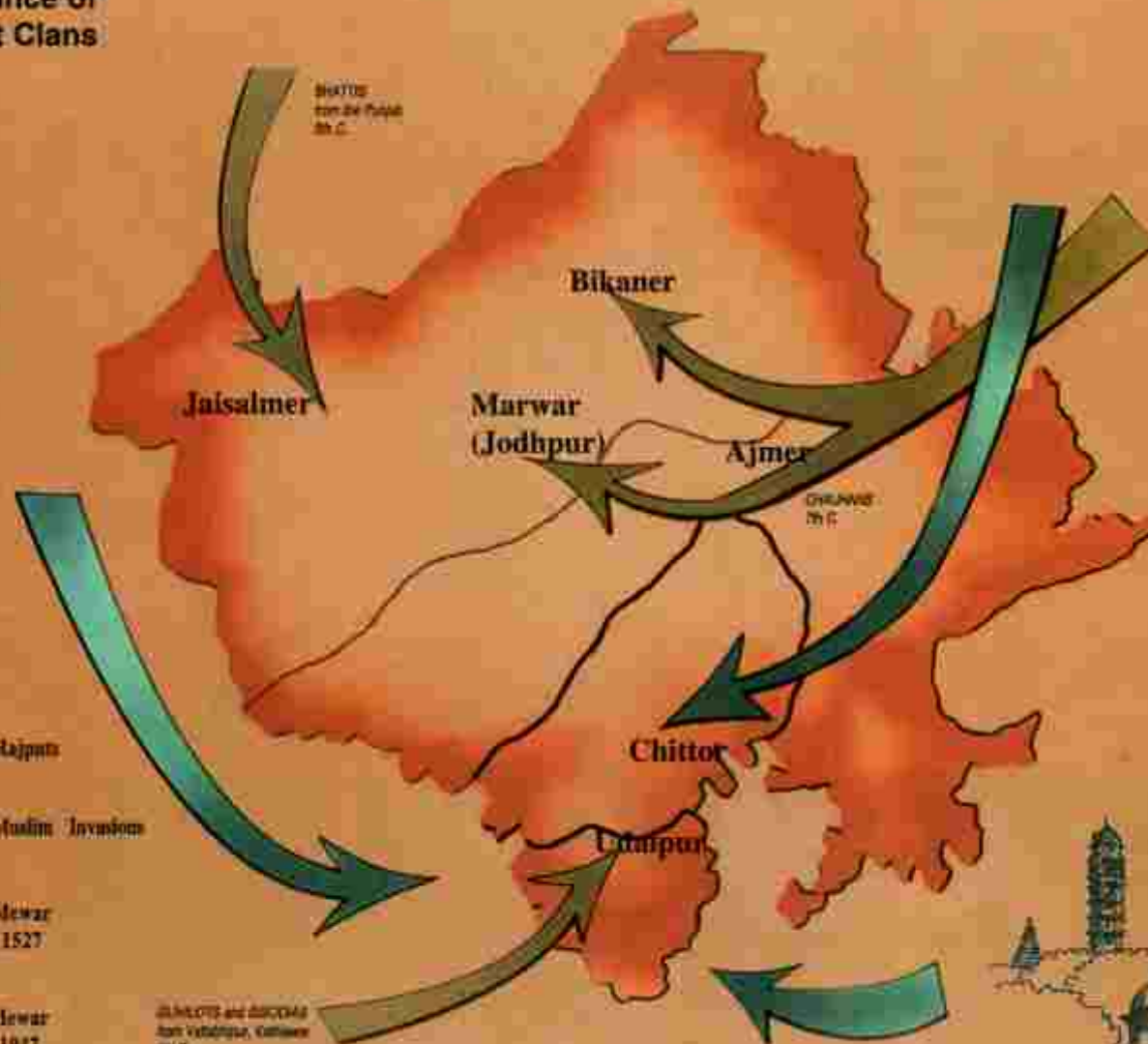
The Trials and Triumphs of The Mewar Kingdom by Hugh Davenport



The Provenance of some Rajput Clans



UNIDENTIFIED and DISCREPANT
from Vaidya, Caste
BH C.



UNIDENTIFIED
from Vaidya
17th & 18th C.

Cause...

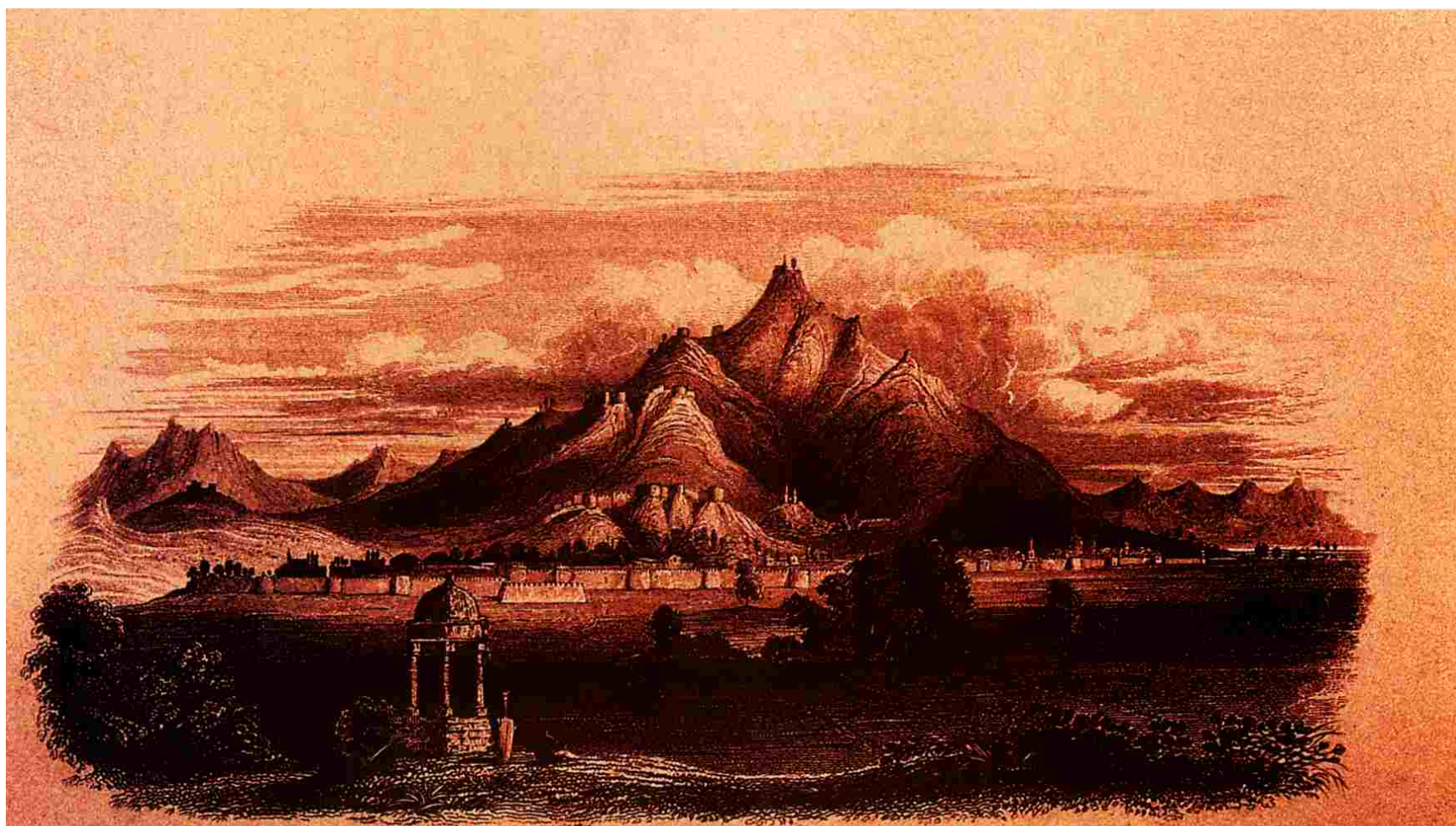
... the Maharana's position was never founded upon the possession of land or ownership of castles, but on trusteeship; on the maintenance of what has been granted on trust to the ancestors. That is why it is impossible to find, throughout the many turbulent years of struggle in the battlefield, any instance of aggression on the part of Mewar. Their wars have been uniquely defensive, in obedience to the vows of honour, decency, and hospitality made to deity Eklingji.

Maharana by Brian Masters

In the past 1400 years hundreds of ancient states have perished, many new states were founded, the fortunes of India have undergone many vicissitudes. Hundreds of princes have bowed before the might of the Imperial powers at Delhi and surrendered their honour, traditions and dignity at their feet, but the ruling family of Udaipur, which is the oldest ruling family in the world has not deviated from its path of firmly maintaining its honour and traditions unimpaired in spite of suffering innumerable hardships, undergoing untold dangers, and sacrificing wealth and worldly comforts. It is because of this that India looks upon the Maharanas with respect and calls them "Sun of the Hindus".

History of Rajputana by G.H.Ojha





SALOMERA.

Drawn by Capt^m Waugh.

RESIDENCE OF RAWUT PUDDUM SING, IN MEWAR.

Engraved by E. Hinden.

...and Effect

Padmini and all the womenfolk, some thirteen thousand of them, bade farewell to husbands, sons and husbands elect, donned their wedding robes and jewellery and, singing exultantly, walked into the underground tunnels and closed the doors behind them. They then built a vast funeral pyre, cast their infants into it and finally threw themselves upon the flames. This done, the menfolk marched through the gates of Chittor to their final rendezvous, the ashes of their wives and sisters smeared on their foreheads, and wearing their saffron robes. Tod's vivid description of the scene conveys the awful solemnity of the occasion:

(Maharana Ratan Singh) satisfied that his line was not extinct, now prepared to follow his brave sons; and calling around him his devoted clans, for whom life no longer had any charms, they threw open the portals and descended to the plains, and with a reckless despair carried death or met it, in the crowded ranks of Allah. The Tartar conqueror took possession of an inanimate capital.

Maharana by Brian Masters

The first of the three sackings of Chittor, 1303 A.D.

I need not tell you that the Institution of Maharana has a history of fourteen centuries behind it. A history which is universally admitted as glorious and unsullied. I am merely its trustee and servant - for such time as it pleases God. Please consider, please reflect for a moment, whether it would be worthwhile for me to live, whether I would deserve to live, whether those who value history and traditions would own me as an Indian, if I were to acquiesce in the derogation of this institution. It is not my private possession. It belongs to the people. If the traditions created by the people of Mewar, or any other place, are not preserved, what will there be left to inspire the nation and invigorate our self-reliance, self-respect, and dignity?

Extract from a letter by Maharana Bhagwat Singh

Dated 11th August, 1970 to Shrimati Indira Gandhi,
Prime Minister of India in reply to her letter about
“doing away with certain institutions”.





Maharana Mewar Institution Trust

23rd November, 1983

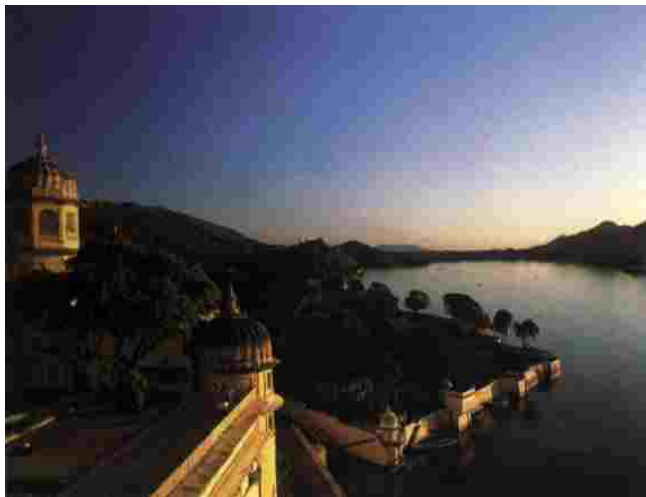
I clearly remember the biggest dilemma of my father's life which followed the 26th Amendment, passed in 1971, abolishing the Privy Purse and the privileges of the Rulers of India. He became gravely concerned to preserve the Institution of Maharana which he and his ancestors had so faithfully served, and which would otherwise become extinct following his death.

He spent many a restless night pondering this serious problem until in 1980 a solution presented itself, following discussions with several people. He decided that he would bequeath his entire estate to a trust which he would designate the Maharana Mewar Institution Trust. This would ensure the security and continuity of the residue of the State, and also the perpetuation of the Institution of Maharana, of which he was the last recognised representative in the eyes of the Government of India.

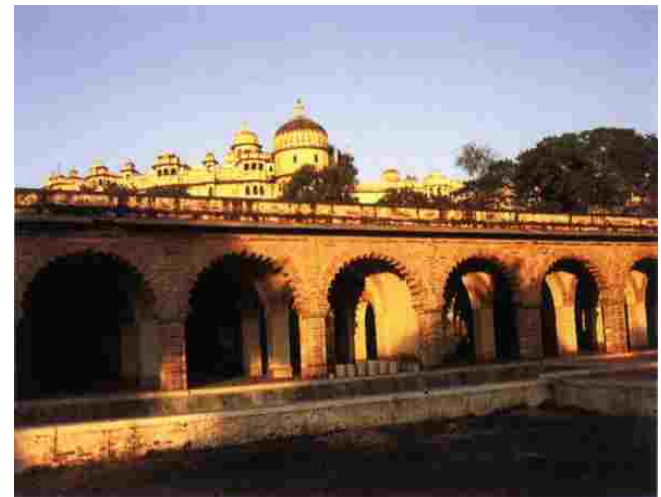
In this way the Trust came into being as a juristic person, within the "four corners of law", as my father expressed it in his will. The Institution of Maharana also achieved legal immortality protected against any vicissitudes brought about by guile or governance.

By appointing me as the Managing Trustee he thereby invested me with the powers inherent in himself and further ensured the family succession as he desired.

Badi Pal



Ghas Garh



For Development



Charitable Trusts

1. Maharana Mewar Charitable Foundation

To serve and assist man to realise his special status in the hierarchy of God's creation, and to serve as a Temple of Inspiration to future generations.

2. Maharana Mewar Historical Publication Trust

To encourage and assist young and aspiring writers to publish books of permanent value.

3. Maharana Mewar Vidya Dan Trust

For the promotion of education in all its forms.

4. Maharana Mewar Manav Dharam Trust

To keep the human soul alive, awakened and active.

5. Maharana Mewar Kumbha Sangeet Kala Trust

For the promotion and encouragement of Indian classical music, dance, arts, drama, etc.

6. Rajmata Gulab Kumari Charitable Trust

To assist women and children, particularly from Mewar and Rajasthan.

7. Chetak Trust

To awaken compassion for the care and consideration of pets.

8. Shri Goverdhan Trust

Concerned with ecology and the environment; particularly the preservation of forests and animals.



Religious Trusts

1. Shri Eklingji Trust

For the preservation and perpetuation of Puja of Shri Eklingji in the age-old “Paddhatis” (form of worship).

2. Shri Shiv Shakti Peeth

For students of religion and those studying social welfare.

3. Amba Mataji

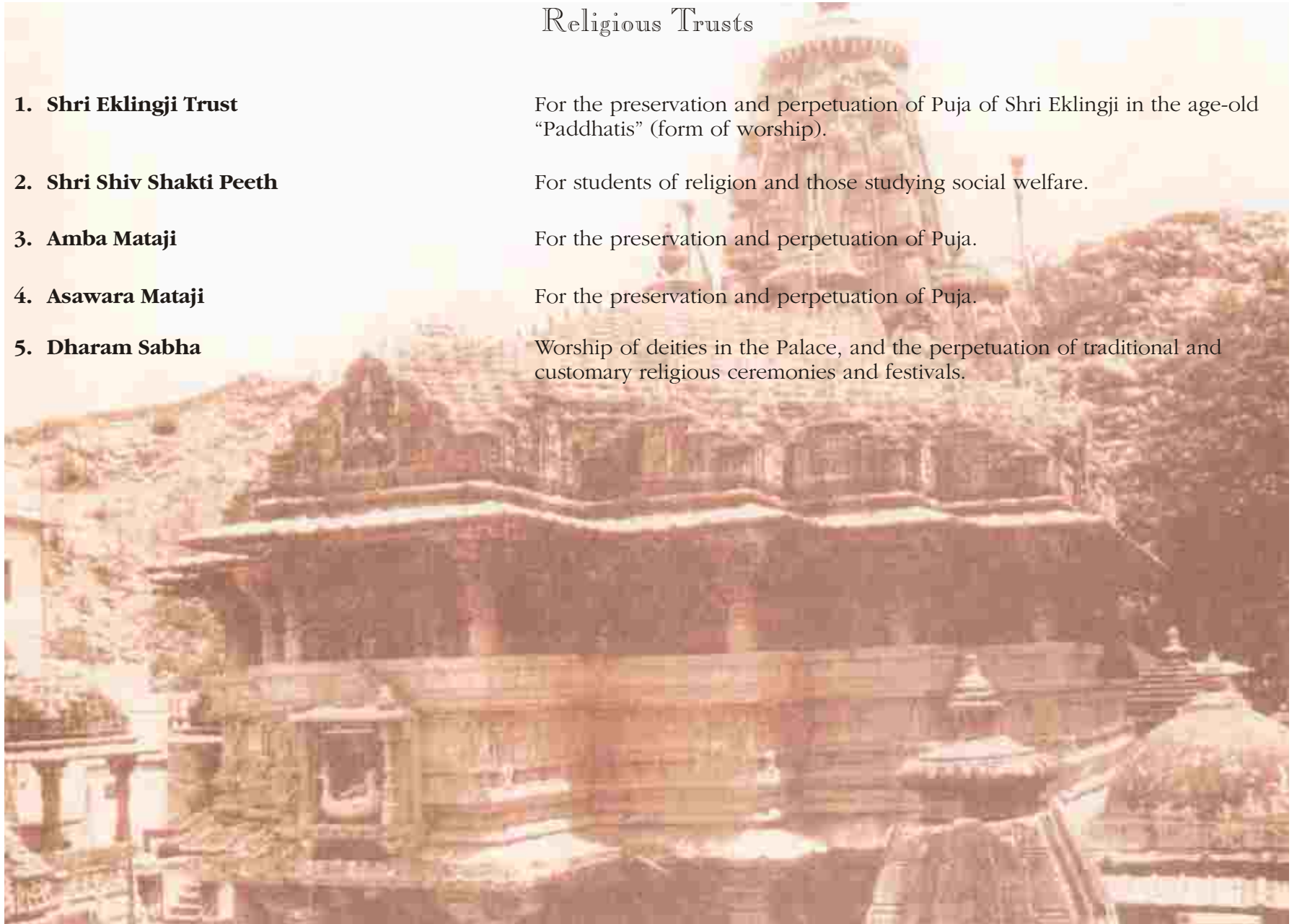
For the preservation and perpetuation of Puja.

4. Asawara Mataji

For the preservation and perpetuation of Puja.

5. Dharam Sabha

Worship of deities in the Palace, and the perpetuation of traditional and customary religious ceremonies and festivals.



Charitable Trusts INSTITUTIONS

1. **Maharana Mewar Public School**
2. **Maharana Mewar Vidya Mandir**
3. **Shiv Shakti Peeth Library**
4. **Maharana Mewar Charitable Foundation Library**
5. **Maharana Mewar Technical and Vocational Institute**
6. **Maharana Mewar Charitable Foundation Dispensary**
7. **Maharana Mewar Research Institute**
8. **The Cricket Institute**
6. **Udaipur Equine Institute**

The school within the City Palace Complex.

The new school near Amba Mataji Temple.

For scholars of religion and those studying social welfare activities.

One of the three libraries within the City Palace Complex.

Vocational training in carpentry, metalwork, typing, leatherwork, tailoring and knitting.

A dispensary within the City Palace Complex, giving free treatment and medicine.

For conducting research into Mewar and its history.

To organise benefit matches for ex-players.

The breeding and preservation of the Marwari breed of horses.





Charitable Trusts

PLANNED TASKS

Maharana Mewar Vidya Mandir

Situated in the beautiful 5.6 acre plot of land near the Fatehsagar Lake, the Maharana Mewar Vidya Mandir is conceived as a sister school to the existing and nationally known Maharana Mewar Public School within the City Palace Complex. Like the latter, the new school will be sponsored by the Vidyadan Trust and the Maharana Mewar Charitable Foundation.

When completed, the new school along with the old will be able to accommodate over three thousand students. This figure is significant in a city with a total population of 300,000 or 60,000 families. It effectively means that in a few years, nearly every family in Udaipur is likely to have benefitted by the Vidyadan Trust.

The school will have a campus unrivalled by most schools in the region. It will have all the academic facilities necessary for the well-rounded development of the mind and body of our younger generation.

The need for the new school arises as a result of lack of existing space in the City Palace Complex and the continued demand for admission from far and wide.

Maharana Mewar Research Institute

Thousands of invaluable archives are presently stored within the basement of the Maharana Mewar Research Institute in conditions unsuitable for their long term preservation. They were donated to the Institute by the present Maharana. Over the years they have been a resource much prized by scholars, some of whom have gained their PhDs using the archives as prime material. It is planned to modernise the interior of the Institute and have the archives catalogued, micro-filmed, and photocopied.





THE MAHARANA AND THE BRITISH POLITICAL AGENT AT THE HUNT.

Charitable Trusts

PLANNED TASKS

Maharana Mewar Library

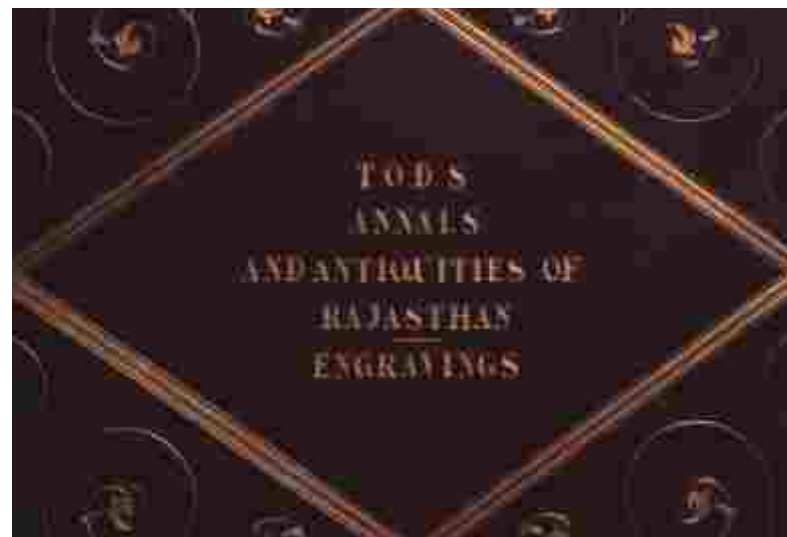
There are currently three libraries functioning within the City Complex, provided by the Maharana Mewar Public School, the Maharana Mewar Charitable Foundation and the Shiv Shakti Peeth Institution. It is planned to combine all three in a new library and transfer to it some 60,000 books.

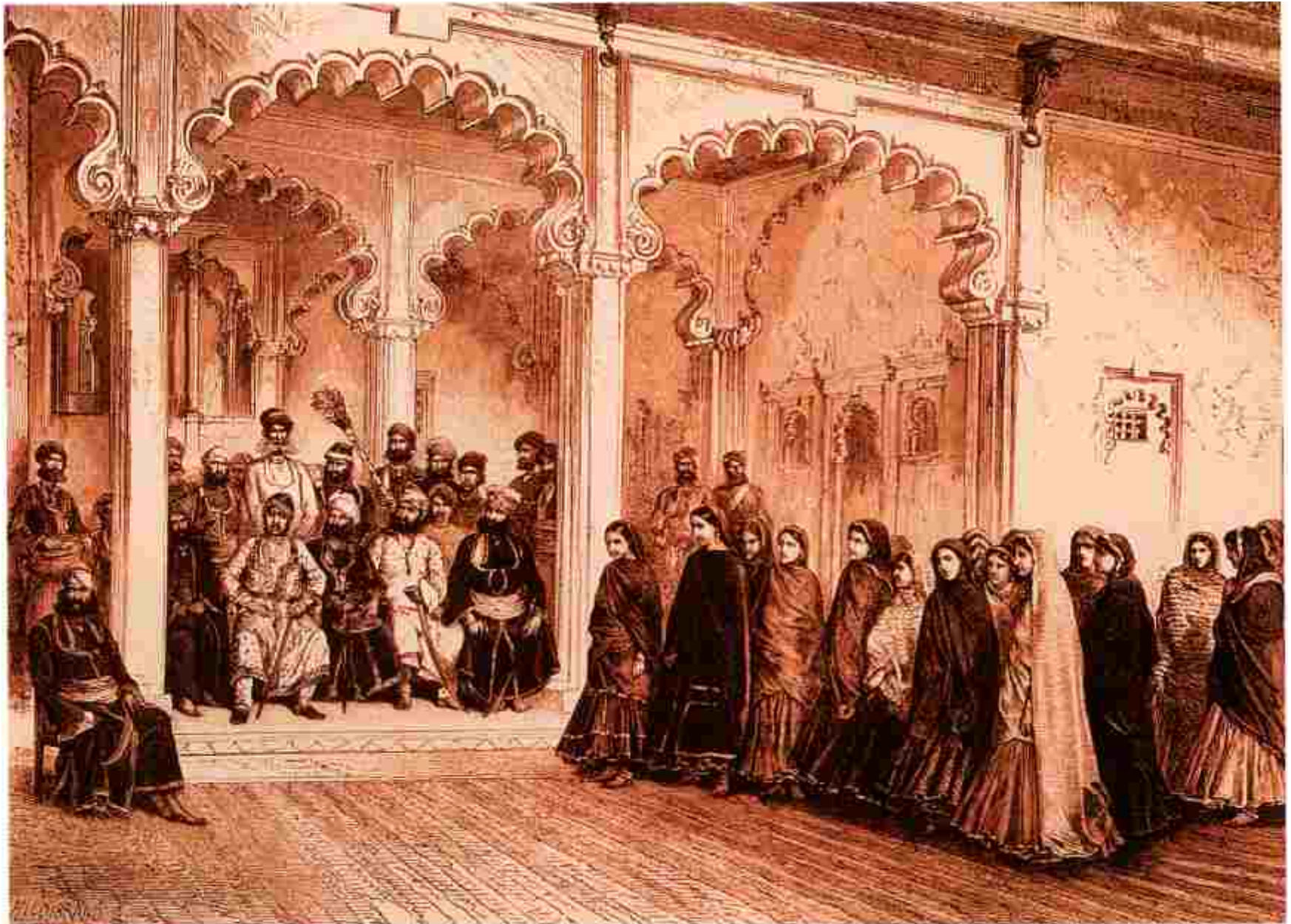
The proposed new library will be a unique facility in the intellectual and cultural life of Udaipur City. It will be situated within the City Palace Complex near the Maharana Mewar Public School, where it will be the central library for all the educational establishments connected with the latter, including the new school at Fatehsagar when it is completed. A facility will thus be provided that no other school in Rajasthan can match. The new library will also be open to the general public. The Maharana Mewar Charitable Foundation will give an annual subsidy for purchase of periodicals and new books.

The new library will have a separate section where rare books and maps will be preserved in scientifically controlled conditions and can be properly catalogued. They will then become available to research scholars.

It is also planned to construct two video projection centres which will not only project educational films but can also be hooked to the national network of “electronic classroom” as broadcast by the University Grants Commission. This facility will be available to all schools during normal working days, as well as to the general public during the evenings and school holidays.

The new library will lie below the Bada Chowk in what used to be the store, in times of siege, for horse and elephant fodder and grain for humans. It will provide an excellent example of the fixed determination to make best possible use of available space according to current needs.





Charitable Trusts

PLANNED TASKS

Cinefilms

It is proposed to transcribe the many 8 and 16 mm films onto video cassettes, and store them in more appropriate surroundings. Most of the films are the equivalent of modern home movies from the 1930s, and show festivals, weddings, visits of Royalty to Udaipur, and shikar parties.

Music

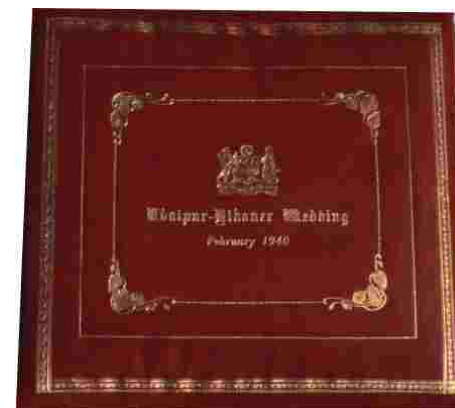
There is a collection of classical music totalling some 200 hours in length. Much of the collection is recorded live on tape and on the old 78 r.p.m. records. It is intended to transcribe all the music onto tape for private use.

CD-ROMs

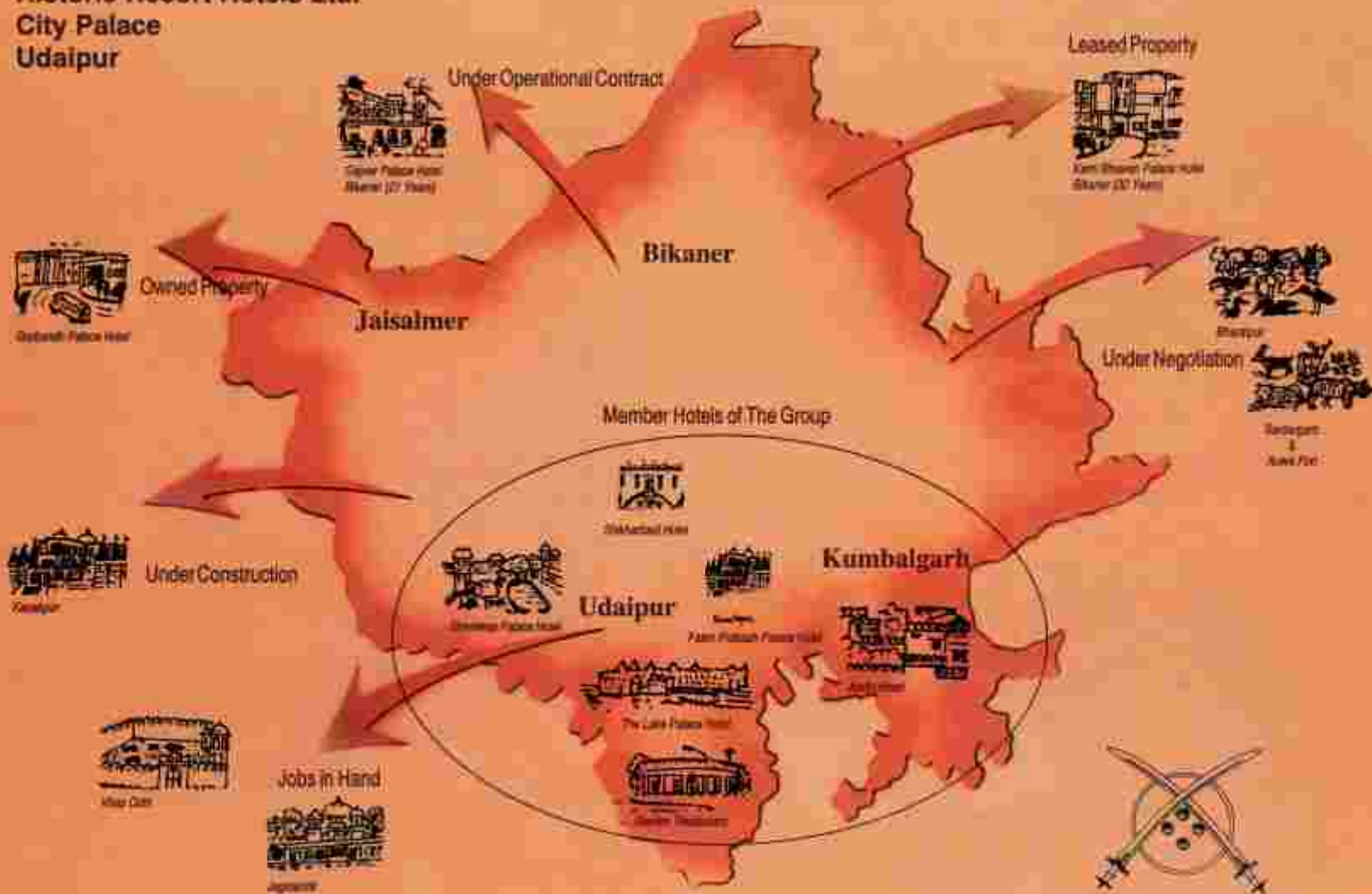
To provide instant accessibility to historical records, music-collections and old photographs, it is proposed to digitise all such material and bring out a series of CD-ROMs. An on-line service will also be established to aid research workers and tourists.

Telefilm

It is planned to prepare a telefilm entitled “The House of Mewar - Not Out 50”. This will contain a series of reflections upon the past, present and future after the first 50 years of independent India (1947 - 1997).



Udaipur



Business Section

General

Historic Resort Hotels Ltd and its member companies own and manage luxury hotels and heritage properties in India. The Group owns 100 per cent of the paid up capital of the Company, and the individual companies are inter-related by varying equity interest in each other. The fixed assets are valued on a historical cost basis. The hotels concerned are shown opposite.

The Company plans to expand by enlarging existing hotels, by leasing hotel units or vacant land from other member companies, and by acquiring fresh properties. It seeks direct foreign investment in the equity of the Company.

Tourism, including the hotel industry, is an important component of the Indian economy. It is a major foreign exchange earner; it generates employment opportunities, and it is poised for self-sustained growth. India has vast potential for the development of tourism, and the current outlook is very bright. The calendar year 1995 was excellent.

According to the Central Government's Department of Tourism statistics, international tourists coming to India in 1994 amounted to 1.5 million, of whom 90 per cent came to Rajasthan. This figure is anticipated to increase to 5 million by the year 2000. At the end of the current financial year (March 1996) the business of the member companies is expected to have increased by 30 per cent over last year.

The Government in India is encouraging foreign investment in Indian business including the tourist industry.

Hotels in Udaipur

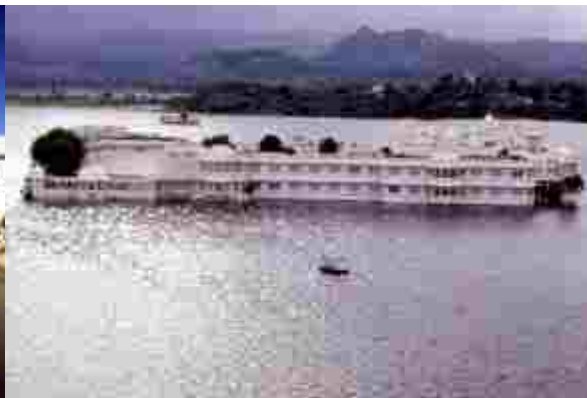
Shiv Niwas



Fateh Prakash



Lake Palace



Shikarbadi





Business Section

Management

The company is headed by responsible and professional management. The Board of Directors consists of a chairman, managing director and a director. The hotels enjoy a well established reputation for their high standards and the quality of their service. Since the incorporation of the first group company in 1963, management has acquired considerable business acumen.

The properties are divided into northern and southern regions each headed by a president of hotel operations. General managers and managers are appointed at each hotel to manage the daily functions of the unit. They report to the respective president of hotel operations. They in turn report to the Chairman or Managing Director of the Company.

Karni Bhawan Palace



Gajner Palace



Gorbandh Palace



Aodhi





Business Section

Foreign Investment

The company invites direct foreign investment by sale of its equity shares to foreign investors by private placement. The number of fresh equity shares to be purchased by a foreign investor is negotiable subject to an overall maximum limit of 20 per cent of the enlarged paid up equity of the Company.

There are minimal restrictions on foreign investment in the hotel industry in India, and the Government presently allows equity participation to the extent of 51 per cent, to which the Reserve Bank of India accords automatic approval. This is because the Government of India gives high priority to the hotel and tourist industry in its capacity as a foreign exchange earner.

The proposal for the sale of equity shares of the Company, as above, includes a buy back arrangement at the option of the investor on mutually agreed terms, provided he is non-resident and the arrangement is made privately. This measure meets with the approval of the Reserve Bank of India.

Gallery Restaurant

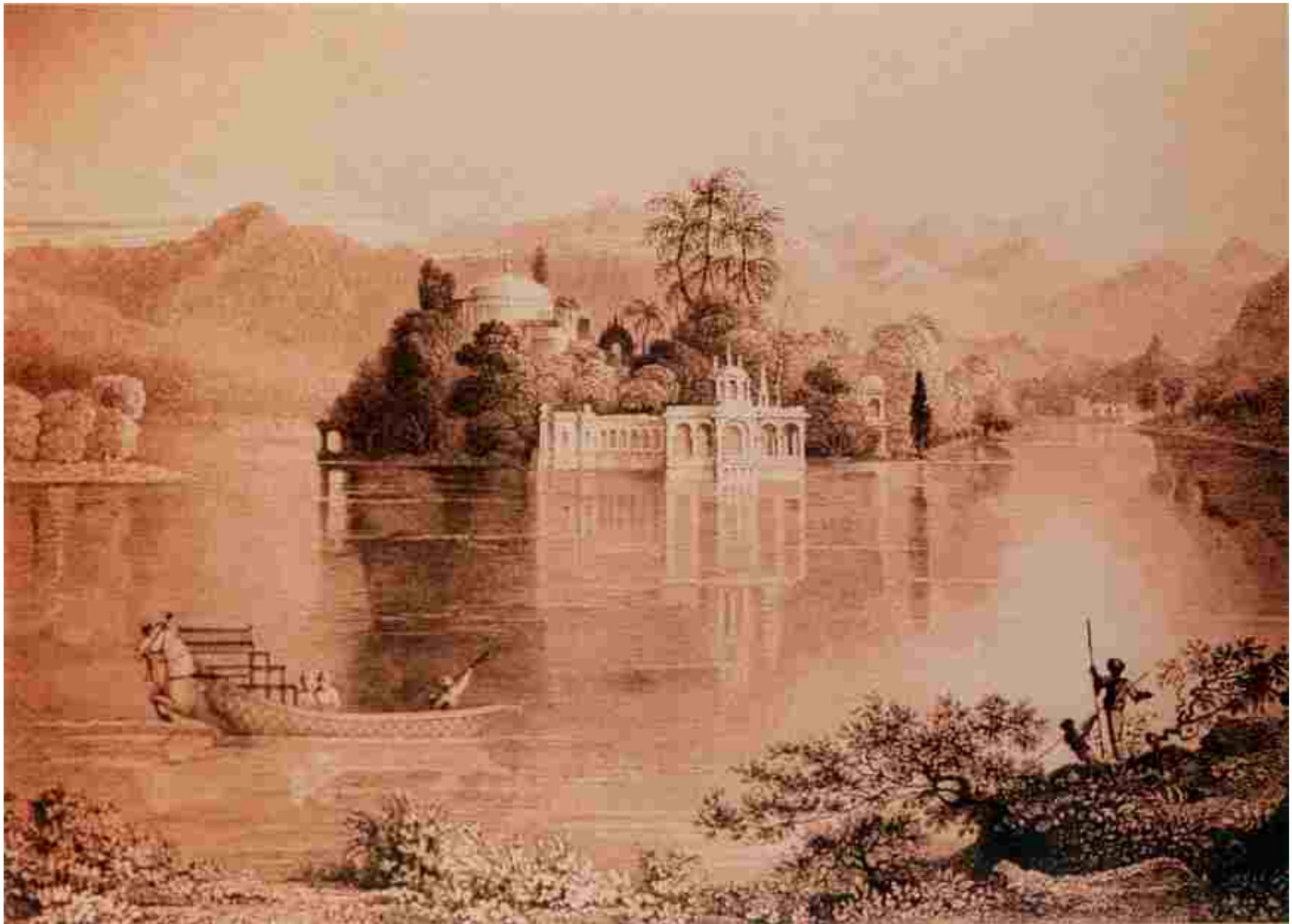


Garden Restaurant



Crystal Gallery





Business Section

The Central and State Governments of India provide several benefits and exemptions to promote and develop tourism, some of which are outlined below.

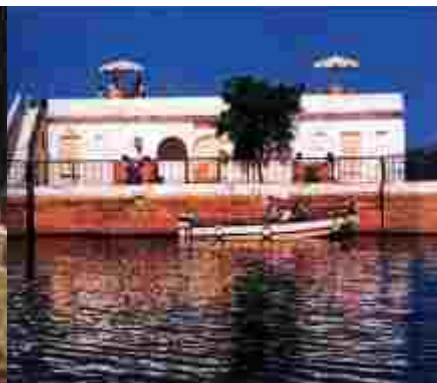
1. Section 80 HHD of the Income Tax Act, 1961, allows tax exemption on foreign exchange to the hotel company, provided 50 per cent of the takings are invested in expansion activities.
2. Hotels can import goods against their foreign exchange earnings on payment of concessional rates of import duty.
3. The State Government of Rajasthan provides a subsidy on investment in heritage properties.
4. Financial institutions provide funds at concessional rates of interest and further subsidy is available on timely payment of dues.
5. There is no restriction on the repatriation of income / dividends on foreign investments made in foreign currency, in the equity of an Indian company engaged in the hotel industry (subject to a deduction of tax at source as provided in the Income Tax Act 1961).
6. Repatriation of capital investment made in India is permissible.

Venues Available for Functions

Bada Chowk



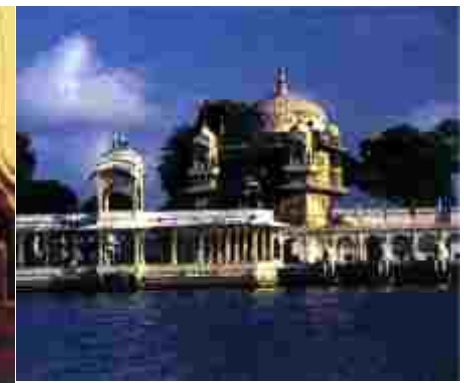
Arsi Vilas

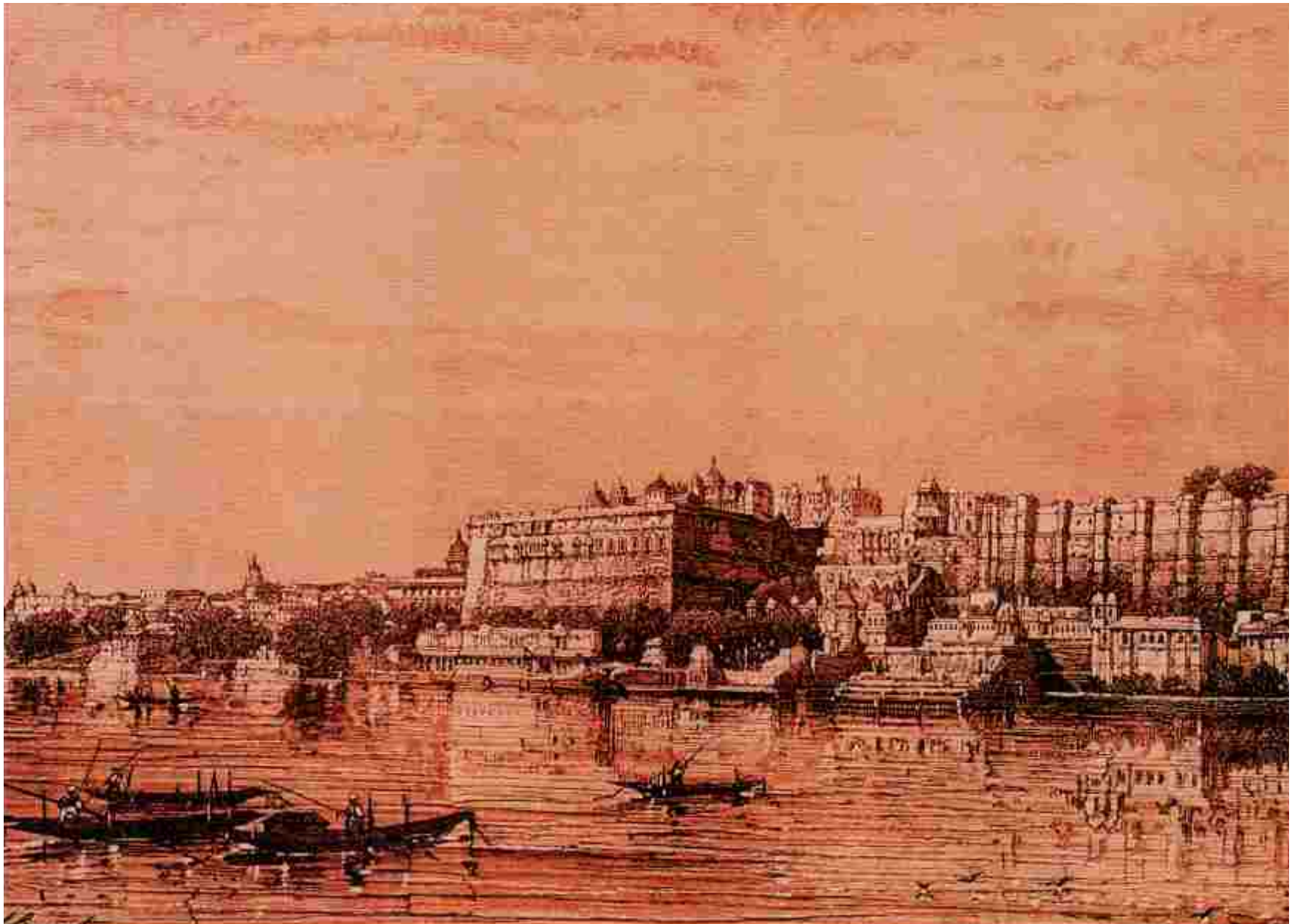


Durbar Hall



Jag Mandir



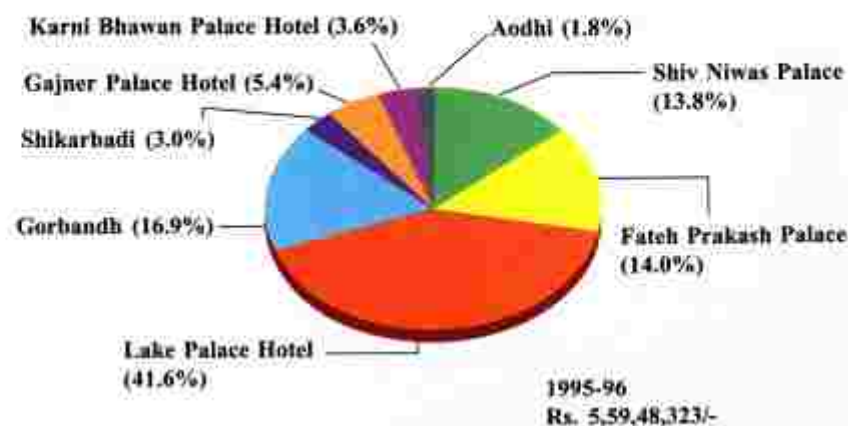
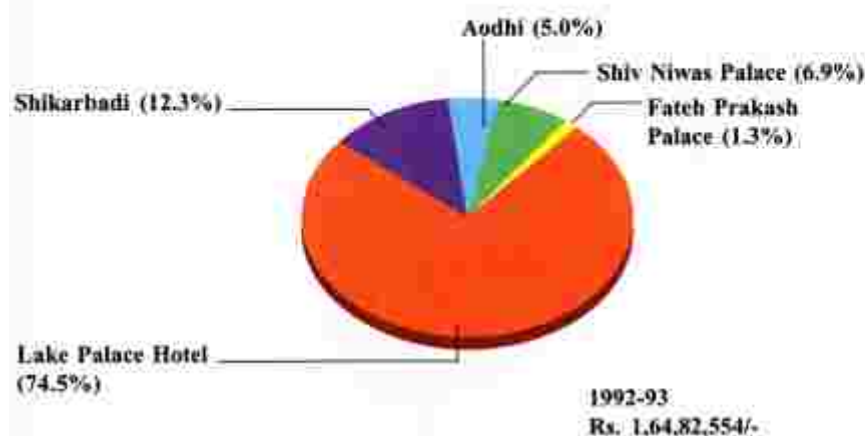


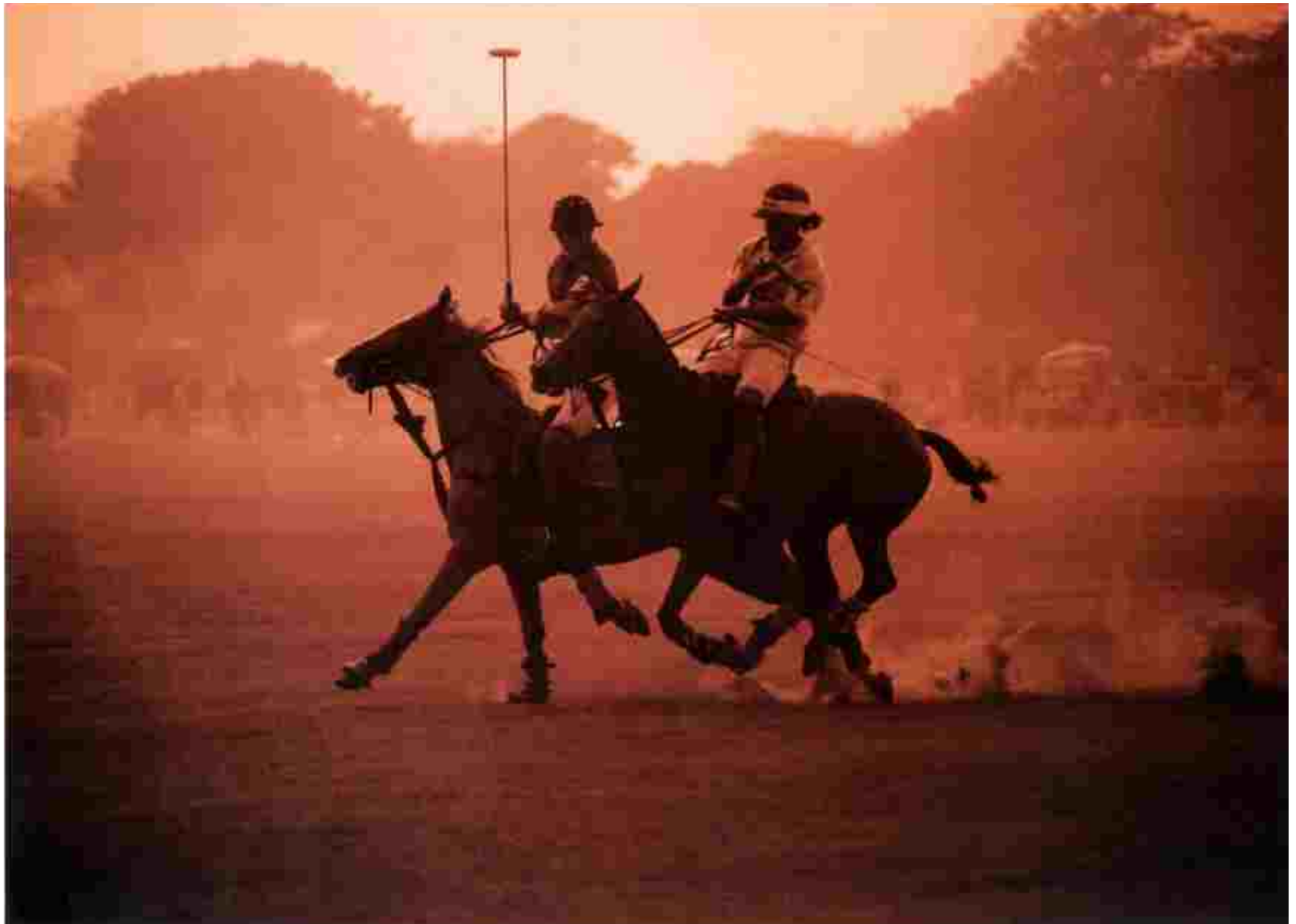
Business Section

Disinvestment by Foreign Investors

1. The Reserve Bank of India gives special permission for the foreign investor to transfer his shareholdings on a private basis to a resident, including one of the co-promoters.
2. Under the Foreign Exchange Regulation (Amendment) Act 1993, no permission is required by a non-resident wishing to transfer his shares, bonds or debentures to another non-resident.
3. The Reserve Bank of India determines the disinvestment price by a foreign investor to a resident, according to average market quotations for one particular month preceding the application, or the prevailing market price on the date of application, or the price sought by the applicant; whichever is lowest. In the case of shares of unlisted companies, or listed companies where shares are not regularly traded, the Reserve Bank of India will be guided by the net asset value and earnings per share to determine the price of disinvestment.

Share of Units – Incremental Revenue





Hobbies

Polo

Although few Maharajas now play, Arvind Singh, Maharana of Udaipur... has recently started an extremely successful private team. He breeds many of the ponies himself at his Shikarbadi stables, where they are also made by an ex-61st Cavalry NCO, Udai Singh. With a mixture of Indian and imported high goal players Mewar is really India's first professional team. On a glorious day last winter (1992) ... Mewar beat 61st Cavalry in the finals of India's premier tournament, the President's Cup, by 10 goals to 2.

The Field, February 1993

A particularly committed patron of the polo team in India is Arvind Singh Mewar, who has invested a lot of his time and money into developing the game. Over the years he has been actively involved in training some of the country's youngest players who possess the ability to excel. Facilities such as horses, trips overseas, and other necessities are sponsored by Arvind Singh Mewar. All this proved worthwhile, as today he has been instrumental in producing some of our finest and most skilled players. Youngsters such as Lokendra Singh (India's only professional player), Manu Pal and several others, have emerged as leaders in the field. They have gained recognition not only in India but also on the international scene, re-establishing India's excellence in the game.

Sunday Mail, June 1992

Cricket and Cars





“ A city within a City”

Our reasons for adopting the tourist way of life: “as business” were entirely pragmatic. Tourism was the most obvious and appropriate means of attracting the funds necessary to discharge the inherited obligations. Secondly, there was no possible way of maintaining the palaces other than by making them generate their own income, and the best - and perhaps the only - way of achieving this was to convert some of them into hotels. The alternative was to sell off the properties; which was unthinkable.

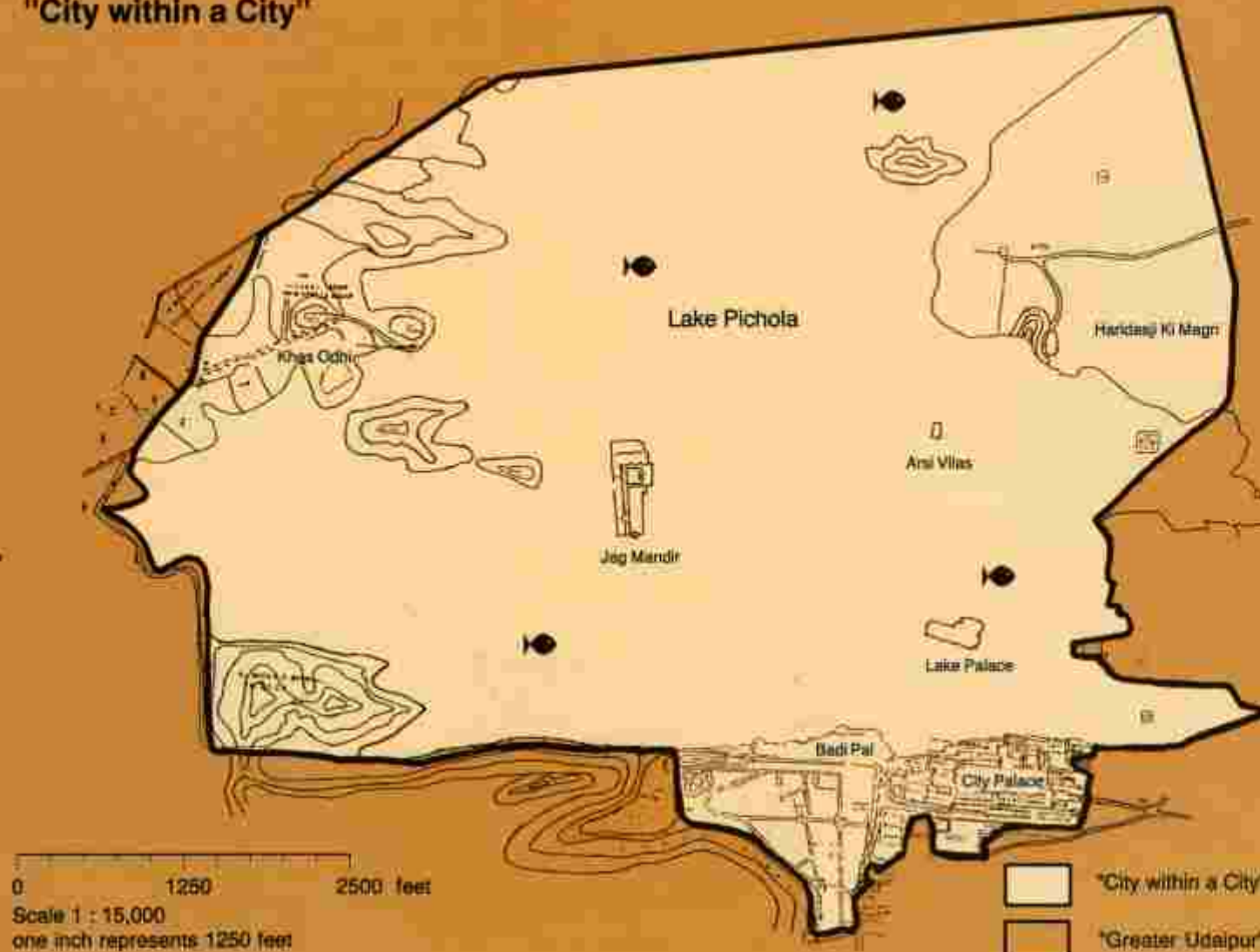
Tourism also offered the only opportunity to preserve intact vital elements of our ancient culture and heritage in one locality. The artefacts, the paintings, the festivals, the archives are all of interest to tourists or scholars who would willingly pay for the privilege of enjoying them. Any other alternative was bleak and meant the dissolution of a priceless heritage, and the abandonment of events deeply significant, not only to us, but also to the people of Udaipur.

There are further vitally important advantages in encouraging tourism to Udaipur. Of all the industries it is the least damaging ecologically and environmentally. It has brought increased prosperity to the widest possible cross - section of the population. Such benefits to the townspeople are difficult to quantify. However, they are not inconsiderable, nor are they confined to individuals alone; but rather to whole families.

We are fortunate in that we have been successful in our tourist ventures, and there is, therefore, the inevitable temptation for others to exploit such success to their own advantage as rapidly as possible.



"City within a City"



“ A city within a City”

However, a quick look at those areas of the world where such exploitation has taken place should be a salutary reminder to us of the dangers inherent in haphazard development. Heavy traffic congestion, crowded side roads, overtasked water supplies, indiscriminate building are some of the lesser evils of such growth. Harassment of tourists, theft, and sometimes even loss of life, are symptomatic of a system way out of control.

It would be a tragedy of the first magnitude if Udaipur succumbed entirely to the first evil. It would be a disaster beyond redemption for the people of the city - let alone the tourists - if it degenerated to the second. We cannot now afford to lose Udaipur forever as a tourist destination.

It would not be out of place here to mention that the City of Udaipur is entirely the creation of “man”. Since the time of Maharana Udai Singhji, the founder of the city, until as recently my father’s time there has been continual and careful thought given towards development which has proved to be sustainable.

I am fortunate in that I still recognise the privilege of being able to develop a small area within the City of Udaipur, though I do not foresee its entire completion in my own lifetime. I can, however, set an example that others may wish to follow in the future.

It is in attempting to pursue my vision that I am calling upon enlightened assistance, advice and investment. I am not aware of any other business house where a minority shareholder may be invited to participate in direct management.

I call my vision “A city within a City”

Unfortunately, space does not permit us to give more than a bare outline of the essential tasks that lie ahead in order to achieve the ideal role model I wish my “city within a City” to be. I therefore tabulate them thus:





“ A city within a City”

1. Environmental and Ecological Control and Management

- Protection of the primary source of water supply to the larger city.
- Protection of its catchment area and recharging of the ground water.
- Control and management of the sewerage system to prevent its disposal/leakages into the lake.
- Prevention and control of air, water and noise pollution.
- Protection of wild life.
- Continuity of architectural and landscaping harmony / congruence.
- Restricted areas for vehicle movement.
- Promotion of the use of passive energy systems and energy efficient vehicles and equipment.

2. Public Facilities

- Provision of parks, country clubs, tourist information centres, health and body care centres, public toilets, etc.
- Improvement in telecommunications and transportation systems.
- Availability of trained and approved guides.

3. Centres of Excellence

- Museums and art galleries.
- Libraries.
- Archives.
- Public schools.
- Artisan/craftsmen training activities.

4. Safe Tourism

- Safety of tourists.
- Competitive tariffs.
- Only pedestrian traffic within the main shopping areas.
- Protection from exploitation.
- Elimination of middlemen wherever possible.





“ A city within a City”

5. Shopping

Protection of craft traditions, knowledge and skills.

Availability of replicas or reproductions of paintings and archives in limited editions.

Direct sales through gifts and souvenir shops.

Re-establish demand for artisans/craftsmen.

6. Protection of Cultural Heritage

Encouraging continuity of festivals and social customs.

Continuity of religious functions.

Preservation of traditional attires, headgears, arms, utensils etc.

Preservation and conservation of historic buildings and monuments.





PANTHER AND WILD BOAR.

Why not Politics?

I have often been asked why, if I am so concerned about the people of this part of Rajasthan, I have not entered the political arena. My answer remains the same today as it did when I was first asked the question.

Unlike the gentry in politics of yesteryear, the average politician of today is certainly not one to emulate. His reputation in India has never been so debased.

For those who have read through this brochure, it will I hope be very clear that such a political image is at total variance with the code of service inherited by successive Maharanas, and with the vows made to Shri Eklingji by Bappa Rawal.

However, it would be unfair to label every politician of today with the charge of irresponsibility and self-seeking because there are a select few who are genuinely motivated to serve the people of their constituencies. But the colour of even the honest politician's persuasion, once known and vigorously pursued, can be an inhibiting factor among the best of friends. How much more then could it seriously inhibit the relationship between the Maharana and those local people of a different political stamp, who might otherwise approach him by right of their inherent claim to accessibility. The taint of politics is such that very little credibility attaches to anyone who chooses to call himself a politician, however honest and well-intentioned he may be. To me it is extremely important to retain that rapport with the people which has been an integral part of the relationship throughout.





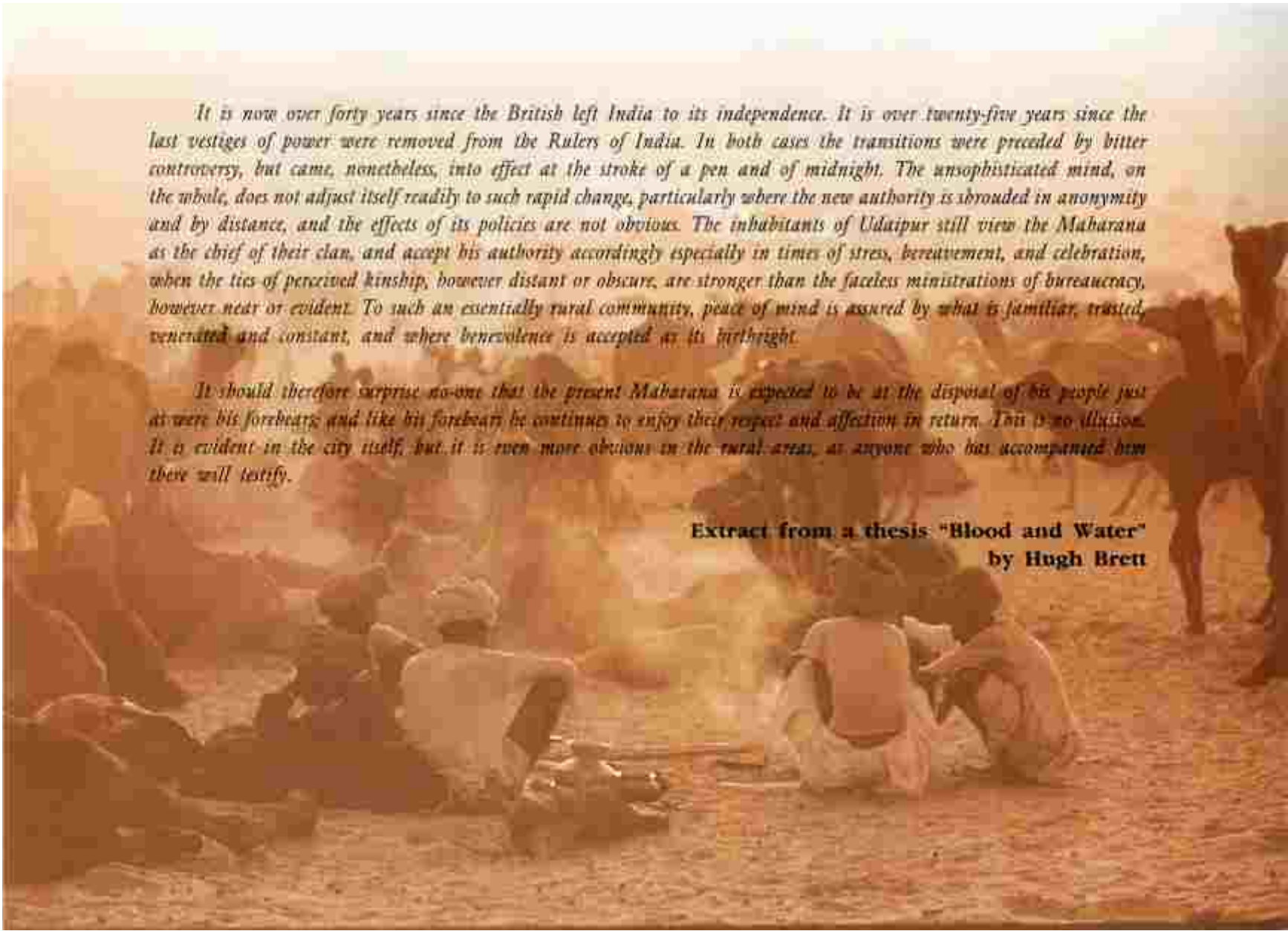
Why not Politics?

My final reason for eschewing the political path concerns the unreasonable expectations from me that might be aroused in the process. For many legitimate reasons it would be nearly impossible to meet such commitments and demands anticipated by my constituents, and credibility, again, could well be seriously impaired thereby.

The work undertaken by our trusts is limited in comparison to that which it is within the capacity of a politician to command. We can at least claim, with every justification, that it is impartially administered without fear or favour. It is also highly gratifying to know how much of what we are doing is appreciated by the beneficiaries, which is more than can often be said for the work of others. Besides, there are many opportunities to widen the scope of activities when we are ready to tap the necessary resources, which I anticipate will happen in the very near future.

Nothing is written and nothing need be said. It is assumed and expected that the Maharana is above party politics. I have always been content that this should be so.





It is now over forty years since the British left India to its independence. It is over twenty-five years since the last vestiges of power were removed from the Rulers of India. In both cases the transitions were preceded by bitter controversy, but came, nonetheless, into effect at the stroke of a pen and of midnight. The unsophisticated mind, on the whole, does not adjust itself readily to such rapid change, particularly where the new authority is shrouded in anonymity and by distance, and the effects of its policies are not obvious. The inhabitants of Udaipur still view the Maharana as the chief of their clan, and accept his authority accordingly especially in times of stress, bereavement, and celebration, when the ties of perceived kinship, however distant or obscure, are stronger than the faceless ministrations of bureaucracy, however near or evident. To such an essentially rural community, peace of mind is assured by what is familiar, trusted, venerated and constant, and where benevolence is accepted as its birthright.

It should therefore surprise no-one that the present Maharana is expected to be at the disposal of his people just as were his forebears and like his forebears he continues to enjoy their respect and affection in return. This is no illusion. It is evident in the city itself, but it is even more obvious in the rural areas, as anyone who has accompanied him there will testify.

**Extract from a thesis "Blood and Water"
by Hugh Brett**

Blood and Water

Sir,

It is seldom that Sir John Harvey-Jones is given a public lesson in business ethics, but the opening film in his new television series (TV review, June) was such an occasion.

The gentle Maharana of Udaipur, with his beautiful hotels and luxury apartments, amply demonstrated his awareness of current business theory, but showed that profit and efficiency could take second place to the welfare and employment of the local inhabitants.

Poor Sir John seemed uncomprehending, but his approach comes as no surprise to those who love India.

Would there not be a lot more happiness (feel-good?) in Britain if greater emphasis were placed on people and their well-being rather than on the desire to wring every last penny of profits from business? Can it be right for companies, especially in the oft-misnamed service industry, to be driven by unimaginative accountants to make obscene profits for shareholders while customers and staff lose their rights and their jobs? What about a fair shares for all?

P.E. Hart

Newton Abbot, Devon

Daily Telegraph Friday, 2nd June, 1995





Maharana Jagat Singh
presiding at the Hurda
conference in 1734

Epilogue

In the preceding pages I have tried to convey some of the realities of the House of Mewar.

Recently I decided to assess the inheritance that I shall bequeath to my successors, and take measures to ensure its increased prosperity in the future. As a result of such a review I find it now prudent and appropriate to inject more capital into the business.

No enterprise can remain stagnant. In commerce one must move on because to stagnate is to die. I have no intention of presiding over the demise of the House of Mewar.

Throughout the long history of the family this is the first time that we have undertaken commercial enterprises to ensure the discharge of our obligations. During the State times we had depended upon hereditary revenues from the Government of Mewar to administer the State and to support our way of life. Times are now very different. Not only have we adjusted to commerce, but we have expanded in the competitive market of the professionals. It is a victory for the amateurs, as I see it, and it is that spirit I seek in any investor. By all means let there be professional systems and managers in place, but let us avoid the taint of avarice and self-seeking that too often attaches to corporate business.

So far what has been achieved has been found from our own resources. Income has been used to fund capital expenditure, to some extent compromising the liquidity we would have preferred. I make no apologies for this because at the time this policy made good sense. I am fully aware though, that we cannot continue along this path in the future as we expand our operations.

There is one further important matter which I wish to clarify in the interests of frankness, and to set the matter straight. It concerns the family dispute. In 1983 during the lifetime of my father, my elder brother unilaterally filed a suit for partition. At law, this is tantamount to a declaration of total and irrevocable severance from the main line of inheritance, which he would otherwise enjoy under the rule of primogeniture. I wish to make it abundantly clear that this family litigation in no way affects the proposal.

From the investor's point of view we offer an extremely attractive option. The actual value of the assets are incalculable, and the framework for further development is already in place. Not only is the investor acquiring a share of a richly historical past and way of life, but his funds are secure, and a good return for his investment is almost guaranteed. In addition, to the right investor further and more direct involvement will not only be possible, but positively welcomed.

There are few other opportunities, I would suggest, where so much is on offer for such a small outlay.

We seek strategic alliances with the right bedfellows now. I think the investor I seek know exactly who they are.



For further information contact:

The Private Secretariat
H.H. Arvind Singh Mewar
The Palace
Udaipur 313001
Rajasthan
India

Engravings

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00 91 294 528007
0335 256 IPAL IN
cmd.hrh@axcess.net.in



