

CHAIRPERSON'S MESSAGE

It is with great pride and a deep sense of purpose that I welcome you to this current issue of the *Journal of Indian Research*. Mewar University has always been guided by the conviction that knowledge must serve society, and this journal remains our most enduring expression of that belief. Each issue we publish is a testament to the scholarly energy, intellectual commitment, and research excellence that define our academic community.

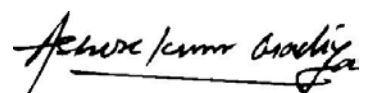
The present issue carries a research contribution that resonates deeply with Mewar University's own heritage and institutional identity. The empirical study on *Heritage Tourism and Environmental Conservation*, authored by Dr. Jaswinder Kumar and Dr. Meenu, addresses one of the most vital questions of our time: how do we preserve our irreplaceable cultural legacy while embracing the opportunities that tourism presents? India is a civilization of unparalleled antiquity, and its monuments, sacred sites, and living traditions constitute a heritage that belongs not merely to us, but to all of humanity. Rajasthan, the very land in which Mewar University is rooted, stands as one of India's most celebrated heritage destinations, making this research especially significant for our institution.

The study demonstrates through rigorous empirical analysis that heritage tourism and environmental conservation are not opposing forces but mutually reinforcing imperatives. Tourists who are environmentally aware behave more responsibly, and well-implemented conservation measures measurably reduce environmental degradation. These findings carry a powerful message: sustainable heritage tourism is achievable, but it demands deliberate policy action, institutional investment, and genuine community participation. I am pleased to note that the authors have gone beyond mere analysis to offer actionable recommendations — from building conservation infrastructure to integrating sustainability into tourism governance frameworks.

At Mewar University, we remain firmly committed to fostering research that addresses real-world challenges with academic rigour and social relevance. Our journal serves as a platform where scholarship meets purpose, and where the questions that matter most to India's future are examined with the seriousness they deserve. I extend my heartfelt gratitude to our contributors, reviewers, and editorial team whose dedication sustains this vital endeavour.

I invite scholars, practitioners, and policy thinkers from across India and the world to engage with the research presented in this issue and to contribute their own scholarly work to our growing community of knowledge. Together, let us ensure that India's heritage is not only preserved for generations to come but celebrated as a living source of inspiration, identity, and sustainable prosperity.

With warm regards and best wishes,



Dr. Ashok Kumar Gadiya
Chairperson, Mewar University