

Adopt a heritage initiative

1759. DR. VINAY P. SAHASRABUDDHE: Will the Minister of TOURISM be pleased to state:

- (a) the details of private sector companies that have taken part in the initiative 'Adopt a Heritage' and the monuments they have adopted;
- (b) the details of efforts that have been made through this initiative for upkeep and beautification of monuments and their surroundings; and
- (c) the details of new jobs, if any, that have been created through this initiative?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) to (c) The Ministry of Tourism, Government of India has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State Government/Union Territory Administration for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to take up the responsibility of developing and upgrading basic and advanced tourist amenities at these sites. They would also look after the Operation and Maintenance of the same.

Under the Adopt a Heritage project, 26 Memorandum of Understanding (MoUs) have been awarded to 12 Monument Mitras for twenty-four (24) sites and two (2) Technological interventions for the purpose of development and operation and maintenance (O&M) of approved tourism amenities at-heritage/ natural/ tourist sites across India. List of the MoUs awarded is given in the Statement (*See* below).

For the purpose of upkeep and beautification of monuments and their surroundings, the Adopt a Heritage project gives the scope to Monument Mitras to provide services and amenities such as dustbins, cleanliness, landscaping, illumination, signages, toilets, drinking water facilities, benches, ramps, pathways, etc. at the sites. As per the MoU, the Monument Mitra can undertake the execution work either directly or outsource the work, thereby providing opportunities for both direct and indirect employment generation under the project.

Statement*List of Memorandum of Understanding (MoUs) awarded*

Sl. No.	Name of Site	State/UT	Name of Agency
1	2	3	4
1.	Gangotri Temple Area & Trail to Gaumukh	Uttarakhand	Adventure Tour Operators Association of India (ATOAI)
2.	Trail from Village Stok to base camp of Mt. Stok Kangri	Jammu and Kashmir	Adventure Tour Operators Association of India (ATOAI)
3.	Red Fort	Delhi	Dalmia Bharat Ltd.
4.	Gandikota Fort	Andhra Pradesh	Dalmia Bharat Ltd.
5.	Surajkund	Haryana	Bliss Inn (India) Pvt. Ltd.(V Resorts)
6.	Jantar Mantar	Delhi	Apeejay Surrendra Park Hotels (P) Ltd.
7.	Ajanta Caves	Maharashtra	Yatra Online Pvt. Ltd.
8.	Qutub Minar	Delhi	Yatra Online Pvt. Ltd.
9.	Hampi & Hazara Rama Temple	Karnataka	Yatra Online Pvt. Ltd.
10.	Leh Palace	Jammu and Kashmir	Yatra Online Pvt. Ltd.
11.	Development of Multi-Lingual	(i) Amer Fort, Rajasthan Audio Guide for 3 Tourist Sites	Resbird Technologies Pvt. Ltd.

1	2	3	4
		(ii) Mahabodhi Temple, Bihar	
		(iii) Chandni Chowk, Delhi	
12.	Development of Multi-Lingual Audio Guide for 9 Tourist Sites	(i) Dholavira, Gujarat (ii) Somnath, Gujarat (iii) Humayun's Tomb, Delhi (iv) Red Fort, Delhi (v) Purana Quila Delhi (vi) Fatehpur Sikri, Agra (vii) Taj Mahal, Agra (viii) Mahabalipuram, Tamil Nadu (ix) Khajuraho, Madhya Pradesh	Resbird Technologies Pvt. Ltd.
13.	Abdur Rahim Khan-i-Khana	New Delhi	Interglobe Foundation
14.	Bekal Fort	Kerala	Drishti Lifesaving Pvt. Ltd.
15.	Champaner-Pavagadh Archaeological Park	Gujarat	Akshar Travels Pvt. Ltd.
16.	Rani ki Vav, Patan	Gujarat	Akshar Travels Pvt. Ltd.
17.	Sun Temple, Modhera	Gujarat	Akshar Travels Pvt. Ltd.

18.	Buddhist Caves, Uparkot, Junagadh	Gujarat	Akshar Travels Pvt. Ltd.
19.	Gol Gumbad	Delhi	Resbird Technologies Pvt. Ltd.
20.	Aguada Fort	Goa	Drishti Lifesaving Pvt. Ltd.
21.	Krishna Temple, Hampi	Karnataka	Heritage Hotel, Hampi (A unit of Indo Asia Leisure Services Ltd.)
22.	Elephant Stables, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
23.	Pattabhirama Temple, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
24.	Zenana Enslosure (Lotus Mahal), Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
25.	Ugra Narsimha Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
26.	Badavilinga Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
