GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2389 #
ANSWERED ON 16.03.2021

"ADOPT A HERITAGE" SCHEME

2389 #. DR. ANIL JAIN:

Will the Minister of **TOURISM** be pleased to state:

(a)   the salient features of Adopt a heritage Apni Dharohar, Apni Pehchaan project;
(b)   whether public sector and private sector companies have taken responsibility for development and upgradation of basic and improved tourism facilities at these sites under their Corporate Social Responsibility (CSR) Fund, if so, the details thereof; and
(c)   whether Government has reviewed the Adopt a heritage: Apni Dharohar, Apni Pehchaan project, if so, the details of the achievements thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD 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/ UTs Government 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, trusts, NGOs, individuals and other stakeholders to become 'Monument Mitras' and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.

Under the project, 27 Memorandum of Understandings (MoUs) have been awarded to 13 Monument Mitras for twenty-five (25) sites and two (2) Technological interventions across India, as per list enclosed at Annexure -I.

Under the Adopt a Heritage: "Apni Dharohar, Apni Pehchaan" project, a governance management structure has been provided to select and shortlist Monument Mitras, examine and approve proposals, monitor project process at regular intervals and to ensure corrections in implementation, under the project, as detailed below:

- Oversight & Vision Committee Co-chaired by Secretary (Ministry of Tourism) & Secretary (Ministry of Culture) - Examine and approve proposals and updates to project guidelines.
- Implementation Committee Co-chaired by Director General (Ministry of Tourism) & Director General (Archaeological Survey of India) - Resolve issues pertaining to implementation, course corrections and ensure coordination among stakeholders.

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- Monument Committee Co-chaired by Joint Director General (Ministry of Tourism), Director (Ministry of Culture) & Director (Monuments-II, Archaeological Survey of India) - Monitor services and assist Monument Mitras in the implementation of works and support for necessary clearances.

The Committees can co-opt members from stakeholders based on ownership and nature of the monument/site i.e. State Government (Tourism Department, Forest Department, Archaeology Department etc.).

Periodic meetings of the constituted Committees are held to review the progress of work and ensure timely execution of the projects. The progress of work has been impacted during the last year due to lockdown enforced on account of COVID-19. Some of the works completed/ongoing/started at the identified sites are at Annexure – II.

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STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2389# ANSWERED ON 16.03.2021 REGARDING "ADOPT A HERITAGE" SCHEME

List of Memorandum of Understanding (MoU's) Awarded

S. No	Name of Site	State/ UT	Name of Agency (Monument Mitra)
1.	Gangotri Temple Area & Trail to Gaumukh	Uttarakhand	Adventure Tour Operators Association of India (ATOAI)
2.	Red Fort	Delhi	Dalmia Bharat Ltd.
3.	Gandikota Fort	Andhra Pradesh	Dalmia Bharat Ltd.
4.	Surajkund	Haryana	Bliss Inn (India) Pvt. Ltd. (V-Resorts)
5.	Jantar Mantar	Delhi	Apeejay Surrendra Park Hotels (P) Ltd.
6.	Ajanta Caves	Maharashtra	Yatra Online Pvt. Ltd.
7.	Qutub Minar	Delhi	Yatra Online Pvt. Ltd.
8.	Hampi & Hazara Rama Temple	Karnataka	Yatra Online Pvt. Ltd.
9.	Leh Palace	Jammu & Kashmir	Yatra Online Pvt. Ltd.
10.	Development of Multi-Lingual Audio Guide for Iconic Sites	i. Amer Fort, Rajasthan ii. Mahabodhi Temple, Bihar iii. Chandni Chowk, Delhi iv. Somnath, Gujarat	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
11.	Development of Multi-Lingual Audio Guide for Iconic Sites (ASI Monuments)	i. Dholavira, Gujarat ii. Humayun's Tomb, Delhi iii. Red Fort, Delhi iv. Purana Quila Delhi v. Fatehpur Sikri, Agra vi. Taj Mahal, Agra vii. Mahabalipuram, Tamil Nadu viii. Khajuraho, Madhya Pradesh	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
12.	Abdur Rahim Khan –i-Khana	Delhi	Interglobe Foundation
13.	Bekal Fort	Kerala	Drishti Lifesaving Pvt. Ltd.

14.	Champaner-Pavagadh Archaeological Park	Gujarat	Akshar Travels Pvt. Ltd.
15.	Rani ki Vav, Patan	Gujarat	Akshar Travels Pvt. Ltd.
16.	Sun Temple, Modhera	Gujarat	Akshar Travels Pvt. Ltd.
17.	Buddhist Caves, Uparkot, Junagadh	Gujarat	Akshar Travels Pvt. Ltd.
18.	Gol Gumbad	Delhi	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
19.	Aguada Fort	Goa	Drishti Lifesaving Pvt. Ltd.
20.	Krishna Temple, Hampi	Karnataka	Heritage Resorts, Hampi (A unit of Indo Asia Leisure Services Ltd.)
21.	Elephanta Stables, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
22.	Pattabhirama Temple, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
23.	Zenana Enslosure (Lotus Mahal), Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
24.	Ugra Narsimha Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
25.	Badavilinga Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
26.	Bara Lao ka Gumbad	Delhi	Bird Heritage Foundation
27.	Mandore Fort	Rajasthan	Mehrangarh Museum Trust

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Works Completed/Ongoing/Started under Adopt a Heritage Project

1. Red Fort, Delhi by Dalmia Bharat Pvt. Ltd.
   Completed/Ongoing: Installation of Dustbins, Installation of Benches, O&M of Toilets and O&M of Drinking Water Stations
   Started: Development of Visitor Facility Centre, Development SEL Show - 3D-Projection Mapping (Interior and Exterior), Provision of Snack Counter & Souvenir Shop (Inside Visitor Centre), Augmented Reality Experience (Inside Visitor Centre), Virtual Reality (360-degree Experience) (Inside Visitor Centre)

2. Gandikota Fort, Andhra Pradesh by Dalmia Bharat Pvt. Ltd.
   Completed/Ongoing: Installation of Dustbins, Installation of Benches, Installation of Signages, Development of monument approach and sense of entry (Pathways), O&M of Public Convenience (Toilets), Installation and O&M of Drinking Water Facilities

3. Qutub Minar, Delhi by Yatra Online Pvt. Ltd.
   Completed/Ongoing: Installation & O&M of Wi-Fi, Illumination (O&M) - Payment of utility bills, Signages (O&M), Ease of Access – Provision of Ramps (O&M), Provision of Wheelchairs with Ushers, O&M of drinking water kiosk
   Started: App based Audio Guide for Qutb Minar – English & Hindi Language, Digi Kiosk and Ticketing Kiosk

4. Development of Multi-Lingual Audio Guide for Centrally Protected Sites by Resbird Technologies Pvt. Ltd. (Now Bird Heritage Foundation)

   Completed/Ongoing: Audio Guide App "Audio Odigos" available for download on Android & iOS platform and in four languages - Hindi, English, Japanese and Korean language for Humayun's Tomb, Taj Mahal, Fatehpur Sikri, Red Fort, Dholavira, Purana Qila
   Started: Khajuraho & Mahabalipuram (Translation & Recording under process)

5. Hampi & Hazara Rama Temple, Karnataka by Yatra Online Pvt. Ltd.
   Started: Audio Guide for Hampi - English & Hindi Language

6. Development of Multi-Lingual Audio Guide for Iconic Sites by Resbird Technologies Pvt. Ltd. (Now "Bird Heritage Foundation")
   Completed: Audio Guide App "Audio Odigos" available for download on Android & iOS platform and in four languages - Hindi, English, Japanese and Korean language for Amer Fort & Mahabodhi Temple
   Started: Somnath, Gujarat (Content Recording & Translation) & Chandni Chowk (Content Approval)

7. Tomb of Abdur Rahim Khan – I –Khana, Delhi by Interglobe Foundation

Completed/Ongoing: O&M for Toilet & Drinking Water, O&M of Illumination, O&M Accessibility Features & Landscaping, O&M of Signage (Interpretation Area)
Started: Maintenance of cleanliness and dustbins at the site

8. Gol Gumbad, Delhi by Resbird Technologies Pvt. Ltd. (Now "Bird Heritage Foundation")
   Completed/Ongoing: Construction of pathway & boundary walls, Landscaping (Boundary Parapet, Step Benches in the Lawn, Lawn Grassing & Hedging, Lawn Cleaning & Filling, Site Railing & Gate work), Illumination, Dustbins
   Started: Development of Audio Guide, Signage, Universal Accessibility (Braille Signage, Ramps, etc.), Up-gradation of Toilet facility with O&M, Drinking Water Kiosk - Development with O&M

9. Bara Lao ka Gumbad, Delhi by Bird Heritage Foundation (Formerly "Resbird Technologies Pvt. Ltd.")
   Completed/Ongoing: O&M of Utility Bills (electricity), Dustbins
   Started: Toilet facility, Drinking Water Kiosk, Signage, Illumination, Universal Accessibility (Ramps, Wheelchairs, etc.), Snack Counter, Interpretation Centre, Website Design

10. Gangotri Temple Area & Trail to Gaumukh, Uttarakhand by ATOAI
    Completed: Cleanliness of Trail - Treks completed at beginning and end of trekking season

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