

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO.2908
ANSWERED ON 13.08.2026

ADOPT A HERITAGE 2.0 PROGRAMME IN ANDHRA PRADESH

2908. SHRI MASTHAN RAO YADAV
BEEDHA:

Will the Minister of CULTURE be pleased to state:

- (a) the salient features of the Adopt a Heritage 2.0 Programme and its objectives with respect to heritage sites in Andhra Pradesh;
- (b) the manner in which Monument Mitras/private and public entities are engaged to ensure quality upkeep and visitor experience at adopted sites in the State;
- (c) whether any heritage or archaeological sites in Nellore district have been considered or proposed for adoption under the Programme and the current status thereof; and
- (d) the steps being taken to improve last-mile connectivity and signage at adopted heritage sites in the State to enhance accessibility for tourists?

ANSWER

THE MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) The Adopt A Heritage 2.0 (AAH 2.0) Program for protected monuments of national importance was launched by Archaeological Survey of India, Ministry of Culture to create a framework for engaging with private/public sector companies and NGOs/ Trusts/ Societies, etc. to develop/provide a group of amenities at protected monuments to enhance visitors' experience and make them visitor-friendly. The role of stakeholders or partnered entities across the country is to provide and maintain visitor amenities like washrooms, drinking water, child care room, benches, pathways, garbage bins, signage, Sound & Light shows, illumination, cleaning of monument premises, etc. under the guidance and due consultation with ASI.
- (b) The engagement of any entity under the AAH 2.0 Program is carried out through a transparent and structured process, which is initiated by applications on a dedicated portal followed by submission of their detailed proposal.

The proposals received are evaluated by the Approval and Implementation Committee constituted for the purpose. Activities to be undertaken by the entity are carried out with the approval of the Archaeological Survey of India (ASI) and under its close supervision to ensure adherence to quality standards, protection of heritage values, and improvement of visitor facilities.

- (c) All protected monuments/sites under the jurisdiction of the Archaeological Survey of India (ASI) & are available for adoption. However, no proposal for the adoption of any protected monument/site
- (d) located in the Nellore district has been received, so far. ASI installs signages at the protected monuments as per requirement.
