

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.5544  
ANSWERED ON 02.04.2018**

**DEVELOPMENT OF HERITAGE SITES TO ENHANCE TOURISM**

**5544. SHRIMATI RAKSHATAI KHADSE:**

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

- (a) whether the Government proposes to launch/has launched schemes in co-ordination with Ministry of Culture and Archaeological Survey of India to envisage developing monuments, heritage and tourists sites across the country and make them tourist friendly to enhance their tourism potential & cultural importance; and**
- (b) if so, the details of the schemes formulated in this regard so far?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a): Ministry of Tourism in close collaboration with Ministry of Culture and Archaeological Survey of India (ASI) launched “Adopt a Heritage Project” to provide world class tourist facilities at the various natural/cultural heritage sites, monuments and other tourist sites to make them tourist friendly, enhance their tourist potential and cultural importance in a planned and phased manner across the country.**

**The project primarily focuses on providing basic amenities that include cleanliness, public convenience, drinking water, ease of access for tourists, signage etc. and advanced amenities like TFC, Souvenir shop, Cafeteria etc.**

**The project envisages to entrust heritage sites to the private sector companies, public sector companies and individuals for development of tourist amenities. They would become ‘Monument Mitra’ and adopt the sites essentially under their Corporate Social Responsibility (CSR) activity. They would also look after the operations and maintenance of these amenities.**

**The ‘Monument Mitras’ would associate pride in adoption of these monuments/heritage sites.**

**(b): Brief of the Project “Adopt a Heritage” is placed at Annexure.**

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## **ANNEXURE**

### **STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.5544 ANSWERED ON 02.04.2018 REGARDING DEVELOPMENT OF HERITAGE SITES TO ENHANCE TOURISM.**

#### **ADOPT A HERITAGE PROJECT**

##### **1. Project Brief**

**Ministry of Tourism in close collaboration with Ministry of Culture, Archaeological Survey of India (ASI), State Government and Local Bodies envisages developing heritage sites and making them tourist friendly to enhance their tourism potential and cultural importance, in a planned and phased manner. The project began with 93 ASI ticketed monuments and has now been expanded to other natural and cultural heritage sites and other tourist sites across India.**

**The project was launched by the Hon'ble President of India on 27<sup>th</sup> Sept, 2017 on the occasion of World Tourism Day.**

**The project plans to entrust heritage sites to the private sector companies, public sector companies and individuals (who would be known as "Monument Mitras") for providing basic and advanced tourism amenities and operation and maintenance (O&M) of the adopted site initially for the 5 years subject to review at any time.**

**The objectives of the project are listed as under:**

- Develop basic tourism infrastructure in and around heritage monuments and any other tourist sites.**
- Inclusive tourist experience for heritage site / monument or tourist site.**
- Promote cultural and heritage value of the country to generate livelihoods of local communities of respective heritage site / monument/ tourist site.**
- Enhance the tourist attractiveness in a sustainable manner by developing world class infrastructure at heritage site / monument or tourist site.**

- **Create employment through active involvement of local communities.**
- **Harness tourism potential for its multiplier effects in employment generation and economic development.**
- **Develop sustainable tourism infrastructure and ensuring proper Operations and Maintenance therein.**

**2. The heritage sites/monuments enlisted are categorized as green, blue and orange on the basis of tourist footfall and visibility.**

**As a part of project guidelines, it is mandatory for Monument Mitra, who is opting for a monument from green category to choose at least one site from either orange or blue category.**

**The most competitive and innovative vision would be considered as the successful bidding entity. The interested parties selecting more numbers of monuments from orange and blue category shall be given higher weightage.**

**The Interested parties may also opt for any other heritage site/monument or tourist site not mentioned in the above list, under the project and the unlisted tourist site will automatically considered under blue category.**

**3. The project focuses on active industry participation to ensure a sustainable model formulation. Resources for the capital and recurring cost is proposed through industry participation, through CSR or any other funding option subject to review and approval of Oversight & Vision Committee.**

**4. Monument Mitras would associate pride with these activities and will be provided limited visibility in the monument/site premises.**

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