

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.553  
ANSWERED ON 24.07.2023**

**CORPORATE ENGAGEMENT IN 'ADOPT A HERITAGE' SCHEME**

**553. DR. SHASHI THAROOR:**

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

- (a) the details of corporate engagement with the Government's 'Adopt A Heritage' Scheme, region-wise;**
- (b) the steps taken by the Government to ensure higher engagement of private entities with the scheme;**
- (c) whether the Government has taken steps to ensure that high-quality standards are maintained by private entities that will own monuments under the 'Adopt a Heritage' Scheme and if so, the details thereof and if not, the reasons therefor;**
- (d) whether the Government has safeguards in place to protect monument grounds that have potential for archaeological excavation and if so, the details thereof and if not, the reasons therefor; and**
- (e) whether the Government has ensured the high-quality maintenance of monuments not adopted by 'Monument Mitras' and if so, the details thereof, and if not, the reasons therefor?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (e): The Ministry of Tourism launched the 'Adopt a Heritage: Apni Dharohar, Apni Pehchaan' project for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased manner. Under the project, 29 Memorandum of Understandings (MoUs) were awarded to 15 Monument Mitras for twenty-seven (27) sites and two (2) Technological interventions across India. In July, 2022, the Ministry of Tourism**

**transferred 23 Memorandum of Understandings (MoUs) to Ministry of Culture and Archaeological Survey of India (ASI) which were pertaining to ASI monuments and the Ministry of Tourism is continuing with the remaining 6 MoUs, the details of which is at Annexure-I. Archaeological Survey of India has informed that engagement with corporate stakeholders has taken place/ongoing under 4 MoUs at various Centrally Protected Monuments as per details at Annexure-II.**

**The Ministry of Tourism is collaborating with the States/UTs and the Monument Mitras for ensuring higher engagement in adoption of the monuments at the tourist sites under the project. In order to ensure quality and standards in development of the tourist amenities at the tourist sites adopted by a Monument Mitra, the project guidelines envisage a management structure to select and shortlist Monument Mitras, provide approval to proposals, monitor the project process at regular intervals and to ensure corrections in implementation. Further, Archaeological Survey of India has informed that revamped version of Ministry of Culture/Archaeological Survey of India exclusively for Centrally Protected Monuments titled as 'Adopt a Heritage Programme 2.0' is envisioned, wherein keeping in view the feasibility and actual requirement, a detailed analysis of amenities for creating a framework for engaging with the private / public sector companies has been done. Under 'Adopt a Heritage Programme 2.0', the role of Monument Mitra is limited to develop, provide and maintain amenities at Centrally Protected Monuments following the best practices involving the latest technologies and best solution and a monitoring mechanism is stipulated under programme to ensure quality standards.**

**Archaeological Survey of India maintains ancient monuments and sites of national importance as per the provisions of Ancient Monuments and Archaeological Sites and Remains Act 1958 and rules 1959 made there under. Archaeological Survey of India focuses on all the Centrally Protected Monuments (CPMS) and regular maintenance of the same in the form of archaeological conservation and preservation & provisions of amenities has been taken up as and when needed.**

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**ANNEXURE-I****STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO. 553 ANSWERED ON 24.07.2023 REGARDING CORPORATE ENGAGEMENT IN 'ADOPT A HERITAGE' SCHEME.****List of Memorandum of Understanding (MoU) awarded to Monument Mitras**

<b>SN</b>	<b>Name of Tourist Site</b>	<b>State/ UT</b>	<b>Monument Mitra</b>
<b>1</b>	<b>Gangotri Temple Area &amp; Trail to Gaumukh</b>	<b>Uttrakhand</b>	<b>Adventure Tour Operators Association of India (ATOAI)</b>
<b>2</b>	<b>Gol Gumbad</b>	<b>Delhi</b>	<b>Resbird Technologies Pvt. Ltd.</b>
<b>3</b>	<b>Bara Lao ka Gumbad</b>	<b>Delhi</b>	<b>Bird Heritage Foundation</b>
<b>4</b>	<b>Development of Multilingual Audio Guide for 4 Iconic Sites</b>	<b>i. Amer Fort, Rajasthan ii. Mahabodhi Temple, Bihar iii. Chandni Chowk, Delhi iv. Somnath, Gujarat</b>	<b>Resbird Technologies Pvt. Ltd.</b>
<b>5</b>	<b>Dara Shikoh Library</b>	<b>Delhi</b>	<b>The Art And Cultural Heritage Trust (TAACHT) and Museum &amp; Arts Consultancy (MAC)</b>
<b>6</b>	<b>Narayankoti Temple</b>	<b>Uttarakhand</b>	<b>Socio-Legal Research and Education (SLRE) Foundation</b>

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**ANNEXURE-II****STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.553 ANSWERED ON 24.07.2023 REGARDING CORPORATE ENGAGEMENT IN 'ADOPT A HERITAGE' SCHEME.****Details of Centrally Protected Monuments where engagement is ongoing as per MoUs under 'Adopt A Heritage' scheme**

<b>Sl. No.</b>	<b>Name of Site</b>	<b>State/UT</b>	<b>Name of Agency</b>
<b>1</b>	<b>Development of Multi-lingual Audio Guide for 8 CPMS</b> <b>i. Dholavira, Gujarat</b> <b>ii. Humayun's Tomb, Delhi</b> <b>iii. Red Fort, Delhi</b> <b>iv. Purana Quila, Delhi</b> <b>v. Fatehpur Sikri, Agra</b> <b>vi. Taj Mahal, Agra</b> <b>vii. Mahabalipuram, Tamil Nadu</b> <b>viii. Khajuraho, Madhya Pradesh</b>	<b>---</b>	<b>Resbird Technologies Pvt. Ltd. (Now "Bird Heritage Foundation")</b>
<b>2</b>	<b>Qutub Minar</b>	<b>Delhi</b>	<b>Yatra Online Pvt. Ltd.</b>
<b>3</b>	<b>Jantar Mantar</b>	<b>Delhi</b>	<b>Park Hotels (P) Ltd.</b>
<b>4</b>	<b>Red Fort</b>	<b>Delhi</b>	<b>Dalmia Bharat Ltd.</b>

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