

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3122
ANSWERED ON 15.03.2021**

MONUMENTS ADOPTED UNDER APNI DHAROHAR APNI PEHCHAN

3122. SHRI PARVESH SAHIB SINGH VERMA:

Will the Minister of TOURISM be pleased to state:

- (a) the details of monuments adopted under Apni Dharohar Apni Pehchan scheme in Delhi;**
- (b) the details of steps taken by the Government to conserve the monuments after they are adopted under the scheme; and**
- (c) whether the Government has framed guidelines to stop Monument Mitra from changing the visibility of the monument and if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a): The details of the Memorandum of Understanding (MoU) awarded under the Adopt a Heritage: “Apni Dharohar, Apni Pehchan” project for the sites in Delhi are given at Annexure-I.

(b) and (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. Details are given at Annexure-II.

As per the Project guidelines the indicative tourist amenities that can be taken up under the project include.

- Basic amenities such as public conveniences (toilet facilities), drinking water facilities/ water kiosk, ease of access/ barrier free Monuments/ accessibility for All: differently abled friendly toilets, ramps, wheelchair facility, braille signages, cleanliness of site, illumination (interior & exterior), information and directional signages, benches, dustbins, Wi-Fi, App based Multilingual Audio-Guide etc.**
- Advanced amenities such as Snack Counter (ready to eat snacks & drinks), Basic souvenir shop (promoting local art and craftsmanship), Tourist Facilitation cum Interpretation Centre, Technology based interpretation techniques (augment reality, virtual reality etc.), Digital Interactive Kiosk, Digital (LED) screening, Sound and Light Shows, Cultural shows, Battery-operated vehicles/Golf Carts etc.**

Conservation of monuments is not a part of the Adopt a Heritage project. The development, refurbishment, operations and maintenance of amenities for the sites are executed under the supervision and in accordance with permissible guidelines of the Nodal Department/Site Owner (Archaeological Survey of India, State Archaeology Department, etc.)

ANNEXURE-I**STATEMENT IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.3122 ANSWERED ON 15.03.2021 REGARDING MONUMENTS ADOPTED UNDER APNI DHAROHAR APNI PEHCHAN****List of Memorandum of Understanding (MoU's) Awarded for Sites in Delhi**

S. No	Name of Site	State/ UT	Name of Agency (Monument Mitra)
1.	Red Fort	Delhi	Dalmia Bharat Ltd.
2.	Jantar Mantar	Delhi	Apeejay Surrendra Park Hotels (P) Ltd.
3.	Qutub Minar	Delhi	Yatra Online Pvt. Ltd.
4.	Hampi & Hazara Rama Temple	Karnataka	Yatra Online Pvt. Ltd.
5.	Development of Multi-Lingual Audio Guide for Iconic Sites	i. Chandni Chowk, Delhi	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
6.	Development of Multi-Lingual Audio Guide for Iconic Sites (ASI Monuments)	i. Humayun's Tomb, Delhi ii. Red Fort, Delhi iii. Purana Quila Delhi	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
7.	Abdur Rahim Khan –i- Khana	Delhi	Interglobe Foundation
8.	Gol Gumbad	Delhi	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
9.	Bara Lao ka Gumbad	Delhi	Bird Heritage Foundation

ANNEXURE-II**STATEMENT IN REPLY TO PARTS (b) AND (c) OF LOK SABHA UNSTARRED QUESTION NO.3122 ANSWERED ON 15.03.2021 REGARDING MONUMENTS ADOPTED UNDER APNI DHAROHAR APNI PEHCHAN****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	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)

		vii. Mahabalipuram, Tamil Nadu	
		viii. Khajuraho, Madhya Pradesh	
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
