

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO.1030
TO BE ANSWERED ON 17.12.2018

RENOVATION AND ADOPTION OF MONUMENTS BY CORPORATES

+1030. SHRIMATI BHAVANA PUNDALIKRAO GAWALI PATIL:
SHRIMATI P.K. SREEMATHI TEACHER:
SHRI RAHUL KASWAN:
SHRI A.P. JITHENDER REDDY:
SHRI R. GOPALAKRISHNAN:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has launched an Adopt a Heritage Site Scheme/Project under Public-Private Partnership (PPP) and has invited Corporate Houses /Companies to undertake full responsibility for renovation, conservation and development of important heritage sites of the country;
- (b) if so, the details thereof along with the monuments/heritage sites identified and adopted by companies so far, monument-wise, company-wise and State-wise including Rajasthan, Kerala and Tamilnadu;
- (c) whether any sign boards have been put up/proposed to be put up at these places to indicate the total funds utilized and the expertise acquired for renovation of such sites and if so, the details thereof;
- (d) the steps taken/being taken by the Government to provide basic amenities to attract tourists at various heritage sites and tourist places in the country; and
- (e) the details of changes in revenue generation to the Archaeological Survey of India since into this project scheme?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) FOR CULTURE AND
MINISTER OF STATE FOR ENVIRONMENT, FOREST AND CLIMATE CHANGE

(DR. MAHESH SHARMA)

- (a) The 'Adopt A Heritage: Apni Dharohar, Apni Pehchaan', scheme launched on 27th September, 2017 is a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), State/UTs Governments and envisages development and maintenance of tourist amenities at heritage sites and making them tourist friendly, to enhance tourism potential and cultural importance in a planned and phased manner. The project primarily focuses on providing basic amenities that include cleanliness, public conveniences, safe drinking water, ease of access for tourists, signages, illumination, Wi-fi etc. No fund is given by Ministry of Tourism. The Project envisages involvement of

Private/Public Companies / Organizations and Individuals to adopt Monuments, Natural Heritage Sites and other Tourist Sites in the country, primarily under CSR.

- (b) Details are at Annexure.
- (c) The Memorandum of Understanding (MoU) signed specifies installation of one signages at the monument indicating that monument has been adopted by respective firm/organization.
- (d) Providing basic facilities/amenities (e.g. drinking water, toilet blocks, facilities for physically challenged, pathways, cultural notice boards/signage, vehicle parking, cloak rooms, etc.) to tourists visiting centrally protected monuments and sites are the regular activities which the Archaeological Survey of India undertakes. Improvement and upgradation of these public facilities/amenities is a continuous process. Basic public facilities are available at all World Heritage Sites and ASI's ticketed monuments, as also at majority of those protected monuments that are visited by a large numbers of tourists. Further, Archaeological Survey of India has identified 100 monuments as "Adarsh Smarak" for upgradation of existing facilities/amenities like Wi-Fi, cafeteria, interpretation centre, brail signage, modern toilets etc. on the basis of actual requirement and feasibility on case to case basis.
- (e) No such matter involved in the MoU under Adopt a Heritage Scheme.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO. 1030 FOR 17.12.2018

LIST OF MONUMENTS/SITES IDENTIFIED AND ADOPTED BY COMPANIES (MONUMENT-WISE, COMPANY-WISE AND STATE-WISE) UNDER THE ADOPT A HERITAGE: APNI DHAROHAR, APNI PEHCHAAN, PROJECT

Sl.No.	Agency/Monument Mitras	Sl.No.	Name of Monument	State
1.	Dalmia Bharat Ltd.	1.	Red Fort	Delhi
		2.	Gandikota Fort	Andhra Pradesh
2.	Adventure Tour Operators Association of India	3.	Area surrounding Gangotri Temple and Trail to Gaumukh	Uttrakhand
		4.	Mt. Stok Kangri Trek, Lakakh	Jammu and Kashmir
3.	Apeejay Park Hotels	5.	Jantar Mantar	Delhi
4.	Bliss Inns (V-Resorts)	6.	Surajkund	Haryana
5.	Yatra Online	7.	Qutub Minar	Delhi
		8.	Ajanta Caves	Maharashtra
		9.	Leh Palace, Leh	Jammu & Kashmir
		10.	Hampi (Hazara Rama Temple)	Karnataka