GOVERNMENT OF INDIA
MINISTRY OF TOURISM

LOK SABHA
UNSTARRED QUESTION NO.1196
ANSWERED ON 10.02.2020

MoUs UNDER 'ADOPT A HERITAGE' SCHEME

1196. SHRI M.V.V. SATYANARAYANA:
SHRI UDAY PRATAP SINGH:
SHRI JAGDAMBIKA PAL:
SHRI L.S. TEJASVI SURYA:
ADV. ADOOR PRAKASH:

Will the Minister of TOURISM be pleased to state:

(a)   whether the Government had recently introduced the 'Adopt a Heritage: Apni Dharohar, Apni Pehchaan' project for developing tourist amenities at heritage/tourist sites and making them tourist friendly in a planned and phased manner;

(b)   if so, the details thereof along with the State-wise number of heritage structures in the country including Maharashtra and Tamil Nadu which were adopted by firms, corporates, etc. under this scheme for conservation and restoration;

(c)   whether there is a huge increase in the footfall of tourists after adoption of these monuments and if so, the details thereof;

(d)   whether the Government has signed 27 Memorandum of Understanding (MoUs) till date under this scheme and if so, the details thereof; and

(e)   the details and the measures taken by the Government to improve the existing facilities?

ANSWER

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

(a) to (e): 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 States/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 and for increasing the tourist footfall at the adopted sites. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become 'Monument Mitras'.

The Monument Mitras are required to take up the responsibility of developing new tourist facilities/ amenities and upgrading the existing facilities at their opted sites. The indicative list of tourist facilities under the project includes toilet facility, drinking water kiosk, signages, benches, audio guides, ease of access, dustbins, cleanliness of the site, etc. They would also look after the operation & maintenance (O&M) of the facilities. These tourist facilities are undertaken as per their interest and viability in terms of a sustainable investment model under CSR.

27 Memorandum of Understandings (MoUs) have been awarded to 12 Monument Mitras for twenty-five (25) sites and two (2) Technological interventions across India. The list is enclosed at Annexure.

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STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.1196 ANSWERED ON 10.02.2020 REGRDING MoUs UNDER 'ADOPT A HERITAGE' SCHEME.

List of Memorandum of Understanding (MoU's) Awarded State-wise

S. No.	Name of Site	State/ UT	Name of Agency
1.	Gandikota Fort	Andhra Pradesh	Dalmia Bharat Ltd.
2.	Red Fort	Delhi	Dalmia Bharat Ltd.
3.	Jantar Mantar	Delhi	Apeejay Surrendra Park Hotels (P) Ltd.
4.	Qutub Minar	Delhi	Yatra Online Pvt. Ltd.
5.	Abdur Rahim Khan –i-Khana	Delhi	Interglobe Foundation
6.	Bara Lao ka Gumbad	Delhi	Bird Heritage Foundation (formerly 'Resbird Technologies Pvt. Ltd.')
7.	Gol Gumbad	Delhi	Resbird Technologies Pvt. Ltd.
8.	Aguada Fort	Goa	Drishti Lifesaving Pvt. Ltd.
9.	Champaner-Pavagadh Archaeological Park	Gujarat	Akshar Travels Pvt. Ltd.
10.	Rani ki Vav, Patan	Gujarat	Akshar Travels Pvt. Ltd.
11.	Sun Temple, Modhera	Gujarat	Akshar Travels Pvt. Ltd.
12.	Buddhist Caves, Uparkot, Junagadh	Gujarat	Akshar Travels Pvt. Ltd.
13.	Surajkund	Haryana	Bliss Inn (India) Pvt.

			Ltd. (V Resorts)
14.	Trail from Village Stok to base camp of Mt. Stok Kangri	Jammu & Kashmir	Adventure Tour Operators Association of India (ATOAI)
15.	Hampi & Hazara Rama Temple	Karnataka	Yatra Online Pvt. Ltd.
16.	Krishna Temple, Hampi	Karnataka	Heritage Hotel, Hampi (A unit of Indo Asia Leisure Services Ltd.)
17.	Elephanta Stables, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
18.	Pattabhirama Temple, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
19.	Zenana Enslosure (Lotus Mahal), Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
20.	Ugra Narsimha Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
21.	Badavilinga Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
22.	Bekal Fort	Kerala	Drishti Lifesaving Pvt. Ltd.
23.	Leh Palace	Ladakh	Yatra Online Pvt. Ltd.
24.	Ajanta Caves	Maharashtra	Yatra Online Pvt. Ltd.
25.	Gangotri Temple Area & Trail to Gaumukh	Uttarakhand	Adventure Tour Operators Association of India (ATOAI)
26.	Development of Multi-Lingual Audio Guide for 3 Tourist Sites	(i) Amer Fort, Rajasthan (ii) Mahabodhi Temple, Bihar (iii) Chandni Chowk, Delhi	Resbird Technologies Pvt. Ltd.

| 27. | Development of Multi-Lingual Audio Guide for 9 Tourist Sites | (i) Dholavira, Gujarat
(ii) Somnath, Gujarat
(iii) Humayun's Tomb, Delhi
(iv) Red Fort, Delhi
(v) Purana Quila Delhi
(vi) Fatehpur Sikri, Agra
(vii) Taj Mahal, Agra
(viii) Mahabalipuram, Tamil Nadu
(ix) Khajuraho, Madhya Pradesh | Resbird Technologies Pvt. Ltd. |

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