

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 143
ANSWERED ON 29.11.2021**

**STATUS OF SITES UNDER ADOPT A HERITAGE SCHEME IN
TAMIL NADU**

143. SHRIMATI KANIMOZHI KARUNANIDHI:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the status of sites covered under the 'Adopt a Heritage' scheme of the Union Government in the State of Tamil Nadu;**
- (b) the details of the budget allocated and utilized by the State of Tamil Nadu under this scheme since 2019; and**
- (c) whether the Government has taken any steps or assigned timelines for the development and promotion of heritage sites in the State of Tamil Nadu and if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G.KISHAN REDDY)

(a)&(b): Under the Adopt a Heritage project, Vision Bids have been received from prospective Monuments Mitras to develop, upgrade, and maintain amenities at Mahabalipuram, Tamil Nadu and Bhagavati Temple, Chitral, Tamil Nadu, the proposals for the same are under review by Ministry of Tourism. Furthermore, Expression of Interests have been received from prospective Monuments Mitra to develop, upgrade, and maintain amenities at Dhanushkodi and Pichavaram, the proposals for the same are under review by Ministry of Tourism.

Also, under Adopt a Heritage project, an MoU has been awarded for Development of Multi-Lingual Audio Guide to the

Monument Mitra Resbird Technologies Private Limited (BIRD Heritage Foundation) for 8 Iconic sites (ASI Monuments) across India which includes the monument Mahabalipuram, Tamil Nadu. The Multilingual Audio Guide App under brand name "Audio Odigos" is available for download on both Android and iOS platforms for tourists. The application is available in Hindi, English and other international languages of Japanese and Korean and can be used in both online and offline mode.

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 Corporate Social Responsibility (CSR). They would also look after the Operation & Maintenance of the same. The project does not involve any provision of allocation of funds by the Ministry of Tourism under the MoUs in the Adopt a Heritage project.

(c): Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Promotions are also undertaken through the website and Social Media accounts of the Ministry.

Details of sites taken by Ministry of Tourism under various schemes in the state of Tamil Nadu for the development of heritage sites is at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO. 143 ANSWERED ON 29.11.2021 REGARDING STATUS OF SITES UNDER ADOPT A HERITAGE SCHEME IN TAMIL NADU**

The detail of project sanctioned in the State of Tamil Nadu under Swadesh Darshan Scheme is as under:

Sl. No.	Circuit	Sanction Year	Name of the Project	Amt. Sanctioned	Amt. Released	Amt. utilised	Physical Progress as per Latest MPR	Financial Progress as per Latest MPR
1.	Coastal Circuit	2016-17	Development of (Chennai-Mamamallapuram Rameshwaram - Manpadu - Kanyakumari)	73.13	68.6	63.37	100%	89%

Details of PRASHAD projects in State of Tamil Nadu is given below:

Identified destinations: Kanchipuram, Vellankani and Rameshwaram (Tamil Nadu),

Approved Projects:

Name of Project	Sanction Year	Project Cost	Position
Development of Kanchipuram	2016-17	13.99	Complete
Development of Vellankani	2016-17	4.86	Complete
