

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2227**  
ANSWERED ON 16.12.2021

**IMPLEMENTATION OF ADOPT A HERITAGE PROJECT**

2227. SHRI MAHESH PODDAR:

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

- (a) number of heritage sites that have been adopted under the Adopt a Heritage: ApniDharohar, ApniPehchaan project, the details thereof;
- (b) the amount of private investments that have been successfully roped in under this project, the details thereof;
- (c) the amount of revenue obtained from these heritage sites since the start of the project, the details thereof; and
- (d) measures that are being taken by Government to expand the coverage of this project to more sites, the details thereof?

**ANSWER**

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Under the project, 29 Memorandum of Understandings (MoUs) have been awarded to 15 Monument Mitras for twenty-seven (27) sites and two (2) technological interventions across India. The list of MoUs signed under Adopt a Heritage Project is at Annexure.

(b) to (c): Through this project, the government/Ministry of Tourism encourages 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.

(d): Under the project, promotion of the project has been carried out through Roadshows, Stakeholder consultation meetings and annual events such as Bharat Parv and ParyatanParv. Promotion through digital means have also been done on the Adopt a Heritage website to encourage companies from public sector, private sector, trusts, NGOs, individuals to become Monument Mitras under the project. Moreover, Ministry is also engaging with State Tourism and State Archaeology & Archives departments to expand the coverage of the project to State protected monuments as well.

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**ANNEXURE**

**STATEMENT IN REPLY TO PART (a) OF RAJYA SABHA UNSTARRED QUESTION NO. 2227 ANSWER ON 16.12.2021 REGARDING IMPLEMENTATION OF ADOPT A HERITAGE PROJECT**

**List of Memorandum of Understanding (MoU's) Awarded**

<b>S. No</b>	<b>Name of Site</b>	<b>State/ UT</b>	<b>Name of Agency (Monument Mitra)</b>
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	JantarMantar	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 vii. Mahabalipuram, Tamil Nadu viii. Khajuraho, Madhya Pradesh	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
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
28	Dara Shikoh Library Building	Delhi	The Arts and Cultural Heritage Trust (TAACHT) and Museum & Arts Consultancy (MAC)
29	Narayankoti Temple	Uttarakhand	Socio Legal Research and Education Foundation

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