

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1376**  
ANSWERED ON 28.07.2022

**ALAPPUZHA IN KERALA AS A MODEL OF TOURISM DESTINATION**

1376. SMT. JEBI MATHER HISHAM:

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

whether Government is willing to adopt 'Alappuzha, Kerala- The Venice of the East', the global backwater hub and set a model tourism destination of the world?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

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.

Till date, no proposal has been received and no MoU signed to develop, upgrade, and maintain amenities at Alappuzha, Kerala under Adopt a Heritage project. The basic and advanced amenities shall be considered once any such proposal is received from the probable Monument Mitra.

In the recent decision, it is decided that all the Centrally Protected Monuments adopted under Adopt a Heritage Project will be transferred to Ministry of Culture/Archaeological Survey of India. Ministry of Tourism will continue with the project for state protected monuments and other tangible and intangible tourism assets.

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