

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.85
ANSWERED ON 04.12.2023**

MONUMENT MITRA SCHEME

85. SHRI KANUMURU RAGHU RAMA KRISHNA RAJU:

Will the Minister of TOURISM be pleased to state:

- (a) Whether the Government has introduced the Monument Mitra Scheme to adopt heritage sites and maintain them to enable private firms to become partners in upkeeping about one thousand ASI monuments in the country under the revamped Monument Mitra scheme; and**
- (b) if so, the details thereof and the present status thereof, State-wise?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. The 'Adopt a Heritage: Apni Dharohar, Apni Pehchan' was initially launched on 27.09.2017 by the Ministry of Tourism, in collaboration with the Ministry of Culture and Archaeological Survey of India (ASI) and various States/UTs Governments wherein the entities, called Monument Mitras were permitted to engage in activities in order to provide and maintain basic tourist amenities. Now, a revamped version of the program exclusively for Centrally Protected Monuments (CPMs) is envisioned wherein ASI envisages creating a framework for engaging with the private/public sector companies to develop/provide group of amenities at CPMs through CSR funds to enhance visitor's experience with a view to make them visitor friendly. This revamped version titled "Adopt A Heritage Program 2.0" was launched on 04.09.2023 by the Union Minister of Culture wherein the entities, now called Smaraka Saarathi and Smaraka Saathi for that matter according to the nature of their participation, are permitted to engage in non-conservational activities viz., cleaning of monument premises, besides to provide and maintain basic tourist amenities like washroom, drinking water, child care room, benches, pathways, garbage bins, signage, SeL shows, illumination, etc. under the guidance and due consultation with ASI.

(b): The entire process of identification, application and adoption of CPMs as well as selection of these entities became completely online through a dedicated portal maintaining the utmost fairness and transparency. However, the work related to archaeological conservation and preservation of CPMs was exclusively attended by the experts of ASI only under their own allotted budget. State-wise list of 23 MoUs signed under Adopt a Heritage Project for monuments/sites under the jurisdiction of Archaeological Survey of India with various Monument Mitras, transferred by Ministry of Tourism to Ministry of Culture is at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.85 ANSWERED ON 04.12.2023 REGARDING MONUMENT MITRA SCHEME BY SHRI KANUMURU RAGHU RAMA KRISHNA RAJU****MONUMENT MITRA SCHEME**

List of 23 Memorandum of Understandings (MoU's) transferred to Ministry of Culture.

Sl. No.	Name of Site	State/ UT	Name of Agency (Monument Mitra)
1.	Red Fort	Delhi	Dalmia Bharat Ltd.
2.	Gandikota Fort	Andhra Pradesh	Dalmia Bharat Ltd.
3.	Surajkund	Haryana	Bliss Inn (India) Pvt. Ltd. (V-Resorts)
4.	Jantar Mantar	Delhi	Apeejay Surrendra Park Hotels (P) Ltd.
5.	Ajanta Caves	Maharashtra	Yatra Online Pvt. Ltd.
6.	Qutub Minar	Delhi	Yatra Online Pvt. Ltd.
7.	Hampi & Hazara Rama Temple	Karnataka	Yatra Online Pvt. Ltd.
8.	Leh Palace	Leh	Yatra Online Pvt. Ltd.
9.	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, UP vi. Taj Mahal, Agra, UP vii. Mahabalipuram, Tamil Nadu viii. Khajuraho, Madhya Pradesh	Resbird Technologies Pvt. Ltd. (Bird Heritage Foundation)
10.	Abdur Rahim Khan -i- Khana	Delhi	Interglobe Foundation
11.	Bekal Fort	Kerala	Drishti

			Lifesaving Pvt. Ltd.
12.	Champaner-Pavagadh Archaeological Park	Gujarat	Akshar Travels Pvt. Ltd.
13.	Rani ki Vav, Patan	Gujarat	Akshar Travels Pvt. Ltd.
14.	Sun Temple, Modhera	Gujarat	Akshar Travels Pvt. Ltd.
15.	Buddhist Caves, Uparkot, Junagadh	Gujarat	Akshar Travels Pvt. Ltd.
16.	Aguada Fort	Goa	Drishti Lifesaving Pvt. Ltd.
17.	Krishna Temple, Hampi	Karnataka	Heritage Resorts, Hampi (A unit of Indo Asia Leisure Services Ltd.)
18.	Elephanta Stables, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
19.	Pattabhirama Temple, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
20.	Zenana Enslosure (Lotus Mahal), Hampi	Karnataka	Orange County Resorts & Hotels Ltd.
21.	Ugra Narsimha Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
22.	Badavilinga Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.
23.	Mandore Fort	Rajasthan	Mehrangarh Museum Trust
