

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1160
ANSWERED ON 11.02.2019**

ADOPT A HERITAGE SCHEME

1160. SHRI MULLAPPALLY RAMACHANDRAN:

DR. SHASHI THAROOR:

Will the Minister of TOURISM be pleased to state:

- (a) whether it is a pre-requisite for prospective Monument Mitras to partner with experts in the field of conservation of heritage/ancient buildings, before applying under the 'Adopt a Heritage Scheme' and if so, the details thereof and if not, the reasons therefor;**
- (b) whether the Government has nominated any experts in the field of conservation of heritage sites/ancient structures, as members of the Oversight and Vision Committees for all the Monuments adopted under the 'Adopt a Heritage Scheme';**
- (c) if so, the details thereof Monument-wise, along with the period of professional experience of such persons nominated in the field of conservation;**
- (d) the present status of implementation of "Adopt a Heritage" scheme and the details of MoUs signed so far; and**
- (e) the details of monuments identified and proposed to be put under the scheme?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (c): Under the "Apni Dharohar-Apni Pehchaan" Adopt a Heritage Project, the Monument Mitras are responsible for operation and maintenance and development/up-gradation of tourist amenities, in the non-core areas of the monument. The conservation of heritage/ancient buildings/monuments does not come under the 'Apni Dharohar, Apni Pehchaan - Adopt a Heritage'

project of the Ministry of Tourism. Hence, there is no pre-requisite for prospective Monument Mitras to partner with conservation experts.

(d): At present, 11 Memorandum of Understanding (MoU's) have been signed with the Monument Mitras. The details of MoUs signed are attached at Annexure.

(e): The prospective Monument Mitras are free to select a monument/heritage/tourist site of their interest under the 'Apni Dharohar, Apni Pehchaan - Adopt a Heritage' project.

ANNEXURE**STATEMENT IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO.1160 ANSWERED ON 11.02.2019 REGARDING ADOPT A HERITAGE SCHEME.**

Eleven Memorandum of Understanding have been signed under the 'Apni Dharohar, Apni Pehchaan - Adopt a Heritage' project, which is listed below:

Sr. No.	Monument Mitra	Name of Monument/Heritage Site/Tourist Site or Technological Intervention	Category*
1	M/s Dalmia Bharat Ltd.	Red Fort, Delhi	Green }
2	M/s Dalmia Bharat Ltd.	Gandikota Fort, Andhra Pradesh	Orange }
3	Adventure Tour Operators Association of India (ATOAI)	Area surrounding Gangotri Temple and Trail to Gaumukh, Uttarakhand	Orange
4	Adventure Tour Operators Association of India (ATOAI)	Mt. Stok Kangri Trek, Ladakh, Jammu and Kashmir	Orange
5	Yatra Online	Qutub Minar, Delhi	Green }
6	Yatra Online	Leh Palace, Jammu & Kashmir	Orange }
7	Yatra Online	Ajanta Caves, Maharashtra	Green }
8	Yatra Online	Hampi (Hazara Rama Temple), Karnataka	Orange }
9	M/s Bliss India Pvt. Ltd. (V-Resorts)	Surajkund, Haryana	Orange
10	M/s Apeejay Surrendra Park Pvt. Ltd.	Jantar Mantar, Delhi	Orange
11	M/s Resbird Technologies Pvt. Ltd.	Development of Multi-lingual Audio Guide Application for five Iconic Tourists Sites which are listed below: <ul style="list-style-type: none"> • Colva Beach, Goa • Amer Fort, Rajasthan • Kaziranga, Assam • Kumarakom, Kerala • Mahabodhi Temple, Bihar 	

*Note: As per project guidelines, a Monument Mitra is required to choose monument/heritage site/tourist site as a package(s) i.e. if the Monument Mitra selects a site of higher visibility and footfall (Green Category), they are also required to select a site with lower visibility and footfall (Orange or Blue Category).
