

## Memorandum of Understanding

**THIS TRIPARTITE MOU** is executed on this 31<sup>st</sup> day of January 2018 at New Delhi among

**MINISTRY OF TOURISM**, Government of India, having its office at Transport Bhawan, 1, Parliament Street, New Delhi - 110001 acting through its Secretary, hereinafter called "MoT" which expression shall, unless repugnant to the context of meaning thereof, include its successors and permitted assigns of the **FIRST PARTY**

**AND**

**Jammu Kashmir Tourism** having its office Kashmir Tourist Reception centre, Srinagar-190001 (J&K), hereinafter called "J&KT" which expression shall, unless repugnant to the context of meaning thereof, include its successors and permitted assigns of the as the **SECOND PARTY**

**AND**

**Adventure Tour Operators Association of India (ATOAI)** an Association incorporated under the Society Act, having its registered office at \_F-190, Ground Floor, Lado Sarai- Opposite Hanuman Mandir, New Delhi-110030 (hereinafter referred to as office) of the **THIRD PARTY to be called henceforth 'Monument Mitras'**.

### WHEREAS:

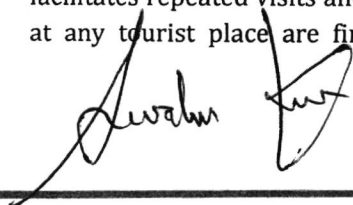
- (a) The Ministry of Tourism in collaboration with Ministry of Culture and ASI has announced a project "Adopt a Heritage" for adoption of heritage sites in collaboration with the Monument Mitras vide **File No.F.No.-TT-202/7/2017** which enables adoption of heritage sites/monuments and other tourist sites to provide and maintain various basic and advanced amenities as decided by the 'Oversight and Vision Committee', such as public conveniences, drinking water, cleanliness of the monument, accessibility for all, signage, Wi-Fi, cloakroom, illumination and night viewing, cafeteria, surveillance system, tourist facilitation cum interpretation centre, digital interactive kiosk, light and sound shows etc.,
- (b) WHEREAS **ATOAI** through its Corporate Social Responsibility Policy, intends to take up the **Trail from Village Stok to the base camp of Mt. Stok Kangri** under "Adopt a Heritage" project.
- (c) WHEREAS destinations proposed in this project are under supervision of nodal department: **Jammu & Kashmir Tourism**.

### 1.0 DEFINITIONS

- 1.1 "Nodal Department" means **Jammu & Kashmir Tourism**.
- 1.2 "Cost" means the cost of preparing a development plan, detailed project report as contained in the estimate.
- 1.3 "Development" means the construction, landscaping, illumination, operation and maintenance activities related to provision, development and maintenance of amenities and tourist facilities.
- 1.4 "Tourist amenities" means various essential and experiential amenities meant to be provided for the tourist. The amenities can be bifurcated into below categories as per project guidelines.

#### A. Basic amenities

Basic amenities are important aspect in tourism as it triggers the popularity of the place; it also facilitates repeated visits and mouth to mouth publicity as a promotional aspect. Basic amenities at any tourist place are first and foremost right of the tourist as every single visit to the



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