

MINUTES OF THE 7TH OVERSIGHT AND VISION COMMITTEE MEETING ON 'ADOPT A HERITAGE' APNI DHAROHAR APNI PEHCHAN PROJECT AT 1630 HRS 16.11.2018 AT KAUTILYA, HOTEL SAMRAT, NEW DELHI

The 7th meeting of Oversight & Vision Committee was held on 16th November, 2018 under the co-chairpersonship of Secretary (Tourism) and Secretary (Culture) to review of status of the project Adopt a Heritage – 'Apni Dharohar, Apni Pehchaan'. In the meeting the following members were present:

1. Director General, Archaeological Survey of India
2. Additional Director General, Ministry of Tourism
3. Joint Secretary, Ministry of Culture
4. Director, (Travel & Trade)
5. Director, Ministry of Culture
6. Assistant Director General, Travel & Trade Division, Ministry of Tourism
7. Assistant Director, Adopt a Heritage, Ministry of Tourism
8. Regional Manager, Madhya Pradesh State Tourism Development Corporation representing Secretary/Tourism (MP Government)
9. Mr. Ashwin Madhusudanan, PMC
10. Mr. Mwblib Basumatary, PMC
11. Mr. Roshan Yadav, PMC

2. At the outset a presentation was made by the PMC of Ministry of Tourism covering following agenda items:

- Brief on Project Achievements
- Review of Semi-commercial clause in MoU
- Review of reasonability of rates for SEL/Red Fort
- Evaluation and approval of new Vision Bids
- Short listing of new Expression of Interest

The Committee then deliberated as follows:

3. **SEMI-COMMERCIAL ACTIVITIES:** The Committee took note of the amendment of the project guidelines and the inclusion of the semi-commercial clause in the project guidelines and also in MoU text on basis of the decisions taken at the 5th Oversight and Vision committee.

Secretary (Culture) suggested that Clause 8 (Semi-commercial activities) of the MoU must explicitly state that the amounts recovered would be utilized towards further O&M of the project and **would not be used to recover capital costs**. The Committee unanimously agreed to the suggestion. Secretary (Culture) also mentioned that the bank details of dedicated

account operated by the Monument Mitra might also be placed in public domain for transparency.

On this point Secretary (Tourism) mentioned that sufficient checks have been built in the guidelines to ensure proper monitoring of utilization of funds and operation of dedicated account. There is a provision of operation of dedicated account under control of **Joint committee headed by ASI and comprising of representatives of Ministry of Culture and Monument Mitra**. Further the Monument Mitra would be required to get his dedicated account audited quarterly by CAG empaneled Chartered Accountant to ensure that the amounts collected for specified semi commercial activities of a particular site have been utilized solely for purpose of operation and maintenance/development of the approved tourism amenities at the adopted site.

The committee further deliberated on the illustrative list of semi-commercial activities under the MoU. Secretary (Tourism) suggested that cafeteria and restaurants are wholly commercial activities and should be excluded from the purview of the project. DG (ASI) agreed to the suggestion and mentioned that such activities may be limited to **snack counter/vending machine/food carts/food trucks, which did not involve cooking activities, and only serve ready to eat food** based on discussions with the Asset Owner. Accordingly, re-wording of the relevant clause of MoU was proposed as under:

Clause 8.3:

*“A separate dedicated account will be opened and operated by **Monument Mitra** for the project. Any revenue generated through the semi commercial activities and from any other associated activity pertaining to the project as approved by the Oversight & Vision Committee shall be deposited in this dedicated account. Residual interest accrued if any will also be retained in this account. The funds shall be only deployed for sustaining operation and maintenance activities of the opted sites **and will not be utilized to recover capital expenditures**. Post operation & maintenance, surplus funds, if any, may be deployed for future development of tourism amenities only with prior approval of Oversight & Vision Committee. In case of termination or completion of MoU tenure or discontinuation of Monument Mitra post MoU tenure, balance / surplus revenue in the account (if any) is required to be transferred to **Archaeological Survey of India (ASI)** and shall be deployed for sustaining operation and maintenance activities and developmental activities of the opted sites.”*

Secretary (Tourism) clarified that activities such as operation of **battery operated vehicles and cultural events** may be allowed as semi-commercial activities allowing the Monument Mitra to nominally monetize the same for maintenance of the intervention. It was agreed that the **Clause 1.5** of MoU under *Definitions* may be revised as under:

“Semi Commercial Activity mean any activity ancillary to operation of the site including Sound & Light Show, basic souvenir Shop, Audio Guides, snack counter, Cultural Events, Golf Carts, Wi-Fi etc. necessary to sustain Operations & Maintenance (O&M) and developmental activities at the adopted site under the MoU.”

The amendment of the clause will be done after approval of the proposed text by ASI.

4. Reasonability of rates for SEL and Visitor Centre, Red fort:

The Committee was appraised of the rates proposed by M/s Dalmia Bharat regarding the SEL show and Visitor center. Director (Tourism) informed the committee that Clause 8.2 of the MoU provides for a mechanism to determine reasonability of rates by a Joint committee constituted amongst ASI, MoC and the Monument Mitra. The Oversight and Vision Committee decided that the work of deciding reasonability of rates should be left to the designated Committee.

5. EVALUATION OF NEW VISION BIDS

19 Vision Bid proposals were placed before the Oversight and Vision Committee. The committee was informed that the required components were found complete in 14 out of the 19 Vision Bids and they may be evaluated.

Proposal review for fourteen (14) vision bids:

5.1 Mehrangarh Fort Museum Trust

Name of Site	Category	Asset Owner	State	Phase
Mandore Fort	Orange	ASI	Rajasthan	V

- The need gap analysis presented evidenced that there are no basic amenities available at the location.
- The Committee was informed that the comprehensive proposal included not only development of interventions but also the Operations & Maintenance plan for 5 years.
- The Vision Bid was approved by the Oversight and Vision Committee with a direction to forward the same to ASI for detailing and finalizing the MoU.

5.2 Gwalior Heritage Foundation

Name of Site	Category	Asset Owner	State	Phase
Gwalior Fort	Blue	ASI, State Archaeology & MPT	Madhya Pradesh	V

- d. The Gwalior Fort sites includes multiple stakeholders with ownership of structures with different agencies including ASI, Government of Madhya Pradesh (Tourism and State Archaeology) and other private bodies.
- e. The Need Gap analysis of Gwalior fort indicated that the current amenities are inadequate and evidenced the requirement of development and upgradation of signage and dustbins, particularly at monuments under state archaeology.
- f. The vision plan includes Operation and Maintenance or upgradation of existing basic facilities like ticket counters (of both ASI and Madhya Pradesh Tourism), toilets (of Madhya Pradesh Tourism), water kiosks (of Madhya Pradesh Tourism) and advanced facilities like interpretation center (of ASI), sound and light show (of Madhya Pradesh Tourism.)
- g. Considering the detailed vision bid for Gwalior Fort by Gwalior Heritage Foundation who is also a local stakeholder, the Oversight and Vision Committee provided in-principle approval and directed that the Vision Bid should be forwarded to ASI for detailing and finalizing the MoU.
- h. The Oversight and Vision Committee decided to drop further expression of interest for Gwalior Fort i.e. by Dalmia Bharat Ltd as no vision bid has been submitted by them.

5.3 Vision Bid for Hampi Sites: Evolve Back Luxury Resorts (Orange County), Hotel Malligi, Hospet & JSW Foundation

- i. The Oversight and Vision Committee was informed about the Monument Committee meetings held at Bangalore for the Zoning of sites in Hampi and then the subsequent meeting at Hampi for onboarding the Hampi World Heritage Area Management Authority (HWHAMA) under the project.
- j. The meeting at Hampi was organized with HWHAMA in the presence of ASI wherein all the proposals received for Hampi sites under the project were presented by the prospective Monument Mitras (**Evolve Back Luxury Resorts (Orange County), Hotel Malligi, Hospet & JSW Foundation.**)
- k. The details of amenities (toilets, clean drinking water facilities, signage, audio guide etc.) to be undertaken as part of the proposal by the three agencies were discussed and were approved in-principle for the following monuments/sites.

5.3.1 Evolve Back Luxury Resorts (Orange County)

Name of Site	Category	Asset Owner	State	Phase
Zenana Enclosure (Lotus Temple)	Green	ASI/ HWHAMA	Karnataka	IV
Elephant Stables	Blue	ASI/ HWHAMA		IV
Pattabhirama Temple	Orange	ASI/ HWHAMA		IV

5.3.2 Hotel Malligi, Hospet

Name of Site	Category	Asset Owner	State	Phase
BadavilLinga Temple	Blue	ASI/ HWHAMA	Karnataka	V
Balakrishna Temple	Orange	ASI/ HWHAMA		V
Narasimha Temple	Blue	ASI/ HWHAMA		V

5.3.3 JSW Foundation

Name of Site	Category	Asset Owner	State	Phase
Chandramouleshwar Temple	Orange	ASI/ HWHAMA	Karnataka	V
Vijay Vittala Temple	Green	ASI/ HWHAMA		V

- l. The Oversight and Vision Committee approved the above Vision Bids and directed that it may be forwarded to the asset owners for detailing and finalizing the MoUs.
- m. The Oversight and Vision Committee was informed that JSW Foundation had also submitted the vision bid for **Tomb of Sikandar Lodi**, located within the Lodi Garden. The committee suggested that the view of the Govt. of National Capital Territory of Delhi needs to be placed before the committee for decision.

5.4 Aga Khan Trust for Culture – DCB Bank

Name of Site	Category	Asset Owner	State	Phase
Aga Khan Palace, Pune	Orange	ASI	Maharashtra	IV

- n. The Vision Bid received by Aga Khan Trust for culture had limited interventions such as upgradation of existing facilities like ticket counter, toilets, water facilities, landscaping and parking area etc.
- o. The Oversight and Vision Committee gave in-principle approval to Vision Bid received from DCB Bank - Agha Khan Trust for Culture for the Agha Khan Palace and directed that the above mentioned Vision Bid should be forwarded to ASI for detailing and finalizing the MoU.

5.5 The Padmini Haveli

Name of Site	Category	Asset Owner	State	Phase
Chittorgarh Fort	Blue	ASI	Rajasthan	IV

- p. The Vision Bid primarily focuses on cleanliness, waste management, drinking water stations and directional signage for prominent structures like Ram Pol, Rana Ratan Mahal, Bhimlat Kund, Suraj pole, Kumbha Palace, Maharani Shri Padmini Mahal and for its surroundings. Under advanced amenities the proposal includes interventions like landscaping, snack counter, water body rejuvenation and PoS facilities etc.

- q. The committee approved the Vision Bid and directed that it may be forwarded to ASI for detailing and finalizing the MoUs.

5.6 Drishti Lifesaving Pvt. Ltd.

Name of Site	Category	Asset Owner	State	Phase
Cluster of Old Goa Churches (13)*	Blue	ASI/ Goa Govt.	Goa	II

- r. Director (T) informed the committee of the minutes of meeting held by the Government of Goa for onboarding stakeholders of the church, wherein the stakeholders were of the view that the “Adopt a Heritage, Apni Dharohar Apni Pehchaan” project was a good initiative, if implemented well.
- s. A process was defined for Cluster of Old Goa Churches (13). The committee gave in-principal approval to the vision bid and suggested that a meeting be held to finalize other proposal after consultation with the various stake holders and Govt. of Goa.

5.7 Dalmia Bharat Ltd.

Gol Gumbaz, Bijapur	Green	ASI	Karnataka	II
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- t. The Vision Bid for Gol Gumbaz, Bijapur, includes that creation and O&M of basic amenities and also advanced amenity like interpretation centre at the location.
- u. The committee gave in-principle approval to the vision bid, provided the Monument Mitra submit their pending vision bids for monuments either in the blue or orange category.

5.8 Decision on Vision Bids pending completion

- v. Vision Bids for Bibi ka Maqbara, Aurangabad and Daulatabad Fort, Aurangabad submitted by Dreams Creations’, was for a longer period of 30 years as against the maximum five years provided in the guidelines. The Committee suggested that the same should be revised to 5 years as per project guidelines.
- w. The Vision Bids of IATO for Ellora caves and Mahabalipuram was found incomplete as it did not contain requisite information in terms of committed financial support to the project. Therefore, it was decided to seek a fresh vision bid from IATO.

5.9 Decision on Vision Bids requesting extension

- x. The committee then discussed the vision bids for which Monument Mitra have requested extension.
- y. The committee gave extension upto 30th November 2018 to Dalmia Bharat Ltd. for the proposed sites of Bhimbetka Rock Shelters, Madhya Pradesh, Deeg Palace, Rajasthan, Lohgarh Fort, Bharatpur, Rajasthan and Sarnath, Uttar Pradesh.

- z. The committee also approved the extension for ITC Limited up to 30th November for the Char Minar, Telangana owing to the delay in site visit and need gap analysis with the local ASI representative.

5.10 Decision on Vision Bids pending after multiple extensions

- aa. Secretary (Tourism) desired that following Monument Mitras, who had failed to submit their Vision Bids after multiple extensions, should be given notice of one week for the submission, failing which their name should be dropped.
- bb. The final notice would be served to **GMR Sports Pvt. Ltd.** for the sites of Agra Fort (Red Fort), Uttar Pradesh, Itimad-Ud-Daula, Uttar Pradesh and Taj Mahal Corridor, Uttar Pradesh and to **Yes Bank** for the sites Bodhgaya, Bihar, Nalanada, Bihar and Sanchi Stupa and Group of monuments Madhya Pradesh

6 Decisions on timelines for the project

- The committee discussed the pendency of Vision Bids for the agencies who were awarded Letters of Intent and the reasons associated with them.
- The committee directed that an overall time frame of 6 months* from shortlisting of Expression of Interest to Signing of MoU may be included in Guidelines to streamline the process of submission and decision making. Accordingly, the following timelines were proposed:

SN	Activity	Timeline
1	Submission of Vision Bid	Within 2 months of handing over of Lol
2	Signing of MoU	Within 2 month of approval of Vision Bid
3	Submission of Comprehensive Plan/DPR	Within 1 month of signing of MoU (may vary depending on the complexity of the sites)
4	Project implementation	As per agreed schedule in the MoU

* The 6-month period would include convening the Oversight and Vision Committee and evaluation of the vision bids by the same.

7 SHORTLISTING OF NEW EXPRESSION OF INTERESTS (EoIs)

The Committee was apprised of the new EoIs received after the 6th Oversight & Vision Committee and after evaluation of the profiles, the Oversight and Vision Committee gave in-principle approval for the following EoIs:

SN	Name of Site	Name of Agency	Category	State	Asset Owners
1	Buddhist Caves, Uparkot	Akshar Travels Pvt. Ltd.	Blue	Gujarat	ASI
2	Rani ki Vav, Patan		Green	Gujarat	ASI

SN	Name of Site	Name of Agency	Category	State	Asset Owners
3	Sun Temple, Modhera		Green	Gujarat	ASI
4	ChampanerPavagarh Archaeological Park, Champaner		Blue	Gujarat	ASI
5	Alampur Temple, Alampur	Mytrah Energy (India) Pvt. Ltd.	Orange	Telangana	ASI
6	European Tomb, Near KatargamDarwaja, Surat	Kinsfolk Group (M/s D. H. Patel & Co.)	Orange	Gujarat	ASI
7	Lothal, Bhal		Orange	Gujarat	ASI
8	Khajuraho Group of Monuments, Khajuraho	Dalmia Bharat Ltd.	Green	Madhya Pradesh	ASI
9	Mahabalipuram Group of Monuments, Mahabalipuram		Green	Tamil Nadu	ASI
10	Bhimbetka Rock Shelters, Bhojpur, Raisen	HEG Limited	Blue	Madhya Pradesh	ASI
11	Photography and documentation	India Lost & Found (Amit Pasricha)*	-	Pan India	Multiple

***India Lost & Found** has opted to photograph and document lesser known sites across India, we may share the proposal with states on-board.

7.1 The O&VC decided further stakeholders may be interested in the sites of Gujarat and that the Letter of Intent (LoI) for sites may be only be issued after discussion and meeting with the state government of Gujarat.

7.2 As regards EoIs submitted by Make My Trip for **Radhanagar Beach, Havelock; Punnamada Jetty at Alleppy, Kerala** and **Pangong Lake, Jammu & Kashmir**, it was decided that it should be processed after on-boarding of Government of Kerala, Andaman & Nicobar and Ministry of Defense and others stakeholders if involved.

8 Other Decision Points

1. The issue of multiple expression of interests by a single Monument Mitra was placed before the Oversight and Vision Committee. The committee directed that the Implementation Committee may analyze and draw out specific details & guidelines for the same.
2. The Oversight and Vision Committee was informed of the limited interventions proposed at St. George Fort and the sensitivity of site being the State Legislature. The Committee recommended that the St. George Fort be dropped.

3. The Oversight and Vision Committee recommended that the sites of Bio Diversity Park, Vasant Kunj, Delhi, Hauz Khas Complex Delhi and Khajuraho, Madhya Pradesh proposed for adoption by Archer & Angel, Oravel Travels (OYO Rooms) and GMR Sports Pvt. Ltd. respectively be dropped on account of inability expressed by the agencies.
4. Oversight and Vision Committee was further informed that ASI already has an agreement with agencies Global Vaish Organization (GVO) and Aga Khan Trust for Culture (AKTC) for the sites of Agrasen ki Baoli, Delhi and Humayun's Tomb, Delhi respectively and therefore it was agreed to drop these sites from the project.
5. The Oversight and Vision Committee suggested that MoU with NBCC may be followed up in an Implementation Committee meeting along with the progress on the proposal for Mahabalipuram by GRT Hotels.
6. The Oversight and Vision Committee also suggested that meeting may be held in Maharashtra for the sites Jaidurg Fort, Underi, Kolaba Fort, Sassoon Docks and Elephanta Caves to finalize vision bids received for other sites along with the stakeholder's involved.
7. The Oversight and Vision Committee also directed that road-show/stakeholder consultation meeting may be organized at Goa, Gujarat and Maharashtra and agreed on the following schedules:
 - Meeting at Gujarat to be held in the first week of December, 2018, wherein the EOI received under the project would be discussed.
 - Meeting for Goa to be scheduled on 20th& 21st December, 2018.
 - A suitable date with Maharashtra State Government may be sought in the month of December, 2018 for the stakeholder consultation meeting for on-boarding of multiple stakeholders at Elephanta Caves and other sites in the state of Maharashtra, such as Jaidurg Fort, Underi, Raigad, Ellora Caves, Aurangabad, Mumbai Kolaba Fort, Alibaug, Raigad, Sassoon Docks, Mumbai, Bibi ka Maqbara & Aurangabad Daulatabad Fort, Aurangabad, for which Expression of Interests have been received under the project.
 - The committee also was also appraised on the vision bids pending MoU finalization by V-Resorts, Climbing World and I Love Foundation, due to model code of conduct in the state of Rajasthan. The committee was informed that stakeholder meeting with the State of Rajasthan and also the finalization of MoUs with State Governments of Madhya Pradesh and Telangana will be initiated subsequent to lifting of election code of conduct.

The meeting ended with a note of thanks to the Co-chairs.
