

Minutes of the Implementation Committee held on 13.07.2018 at 1100 Hrs chaired by ADG (T) & ADG (ASI) in Manthan, Transport Bhawan ,New Delhi

First meeting of Implementation Committee was co-chaired by Additional Director General (T) and Additional Director General (ASI) to review of status of the project Adopt a Heritage – ‘Apni Dharohar Apni Pehchaan’. List of the Members who attended the meeting is annexed.

The agenda items for the meeting is given as under;

1. To review the implementation of Sound and Light Show at Red Fort.
2. Presentation by Resbird group on audio guide app.
3. Decision of O&VC pertaining to ASI viz.: -
 - Project implementation status of Red Fort and Gandikota Fort
 - Appointment of nodal officer by ASI
 - Date of joint meeting with NBCC for Purana Qila & GVO for Agrasen ki Baoli,
 - Approval for draft MoUs sent to ASI,
 - Finalisation of VB’s approved in 6th O&VC Meeting
 - Facilitating ITC for need gap analysis at Charminar and Rock Cut Hindu Temple
 - Facilitating need gap analysis for Monument Mitras
 - Deciding date for meeting at Bangalore, for decision on Hampi site.
- I. The meeting started with a brief presentation by Director (T) on the agenda items.
 - a. Subsequently M/s Dalmia Bharat Ltd. made a presentation highlighting features of the proposed Sound and Light show and the projection mapping at the Red Fort.
 - b. M/s Dalmia Bharat Ltd was asked to submit the detailed plan of activities including sound & light show, with the time line & financial to ASI for clearances.
 - c. M/s Dalmia Bharat Ltd was asked to visit the Red Fort along with the technical team and assess the requirement of technical aspects for setting up Sound & Light Show, keeping into account the Standard Operating Procedure issued under the Swadesh scheme by Ministry of Tourism.
 - d. M/s Dalmia submitted that they would present the concept for the sound and light show on the 19th / 20th of July after finalizing the most suitable concept from their relevant agencies.
 - e. The committee was of the view that the Sound and Light show, being a component of the Memorandum of Understanding (MoU) with M/s Dalmia Bharat, Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI) would be implemented by M/s Dalmia Bharat Ltd. and accordingly ITDC need not pursue the matter further. The relevant letter would be issued by IDD division of MoT.
 - f. As far as timeline is concerned M/s Dalmia Bharat Ltd. proposed to implement the same within a period of two months.
 - g. M/s Dalmia Bharat expressed their willingness to commence work on operations and maintenance of toilets at the Red Fort. ADG(ASI) expressed his willingness to allow the same, with immediate effect.

The committee decided that an appropriate communication may be sent to M/s Dalmia Bharat Ltd. and the operations would be reviewed from time to time by Monument Committee.

- a. M/s Dalmia Bharat provided inputs on other components of MoU including street furniture such as benches and dustbins that had been designed in sync with local aesthetics and architecture. M/s Dalmia Bharat proposed to submit samples of the same by end of the month.

II. As per the second agenda item, M/s ResBird Technologies gave a presentation on their proposal for an audio guide for 12 iconic sites. The main features of the audio guide are listed below:

- a. The app would be developed in English, Hindi, Vernacular and select foreign languages like Japanese and Korean to start with.
- b. The app would be compatible with both Android and iOS devices
- c. It would allow both offline and online functions
- d. The app would contain appropriate pictures of the monument to accompany the audio voice over.
- e. M/s ResBird Technologies confirmed that the app would be developed at no cost to users and requested for historically accurate content to be provided by ASI.
- f. The app is proposed to be developed within two months of date of signing of the MoU for two specified iconic sites and subsequent sites would be added every month.
- g. M/s Resbird Technologies requested for a formal letter of introduction, so they may approach celebrities for the voiceovers in the audio guide.

The committee appreciated the content of the proposal and suggested the following:

- a. The app should have a map of the relevant site.
- b. In the first phase audio guides for Red fort and Qutub Minar would be developed. Subsequently, audio guides for one additional site would be released every month.
- c. Content regarding each of the sites was available on the public forum on ASI's website. The committee suggested the data may be used to storyboard the relevant voice over, and ASI shall vet the storyboard for factual accuracy prior to release of the app.
- d. ASI advised that M/s Resbird Technologies should consider inclusion of an academician / historian for script writing purposes. They were also advised to visit the Red Fort and examine the existent audio guide which is available for tourists.
- e. The committee approved issuance of a formal letter of introduction, so that M/s ResBird Technologies may commence work immediately.
- f. The committee advised that the app may be made available to the public on app and on various online platforms.

III. Decisions on other matters pertaining to ASI;

- a. Shri. T. J Alone, Director (Monuments), ASI was nominated as the Nodal officer for Adopt a Heritage Project.

- b. ASI was requested to initiate a joint meeting with NBCC for Purana Qila & M/s Global Vaish Organisation for Agrasen ki Baoli, to initiate the signing of MoU under Adopt a Heritage Project. ASI informed that they would communicate the latest draft of the MoU to MoT.
- c. ASI was requested to facilitate a site visit for ITC to do the need gap analysis for Charminar and Rock Cut Hindu Temple.
- d. ASI agreed to provide the dates for a stake holder consultation in Bangalore for zoning of sites in Hampi, Karnataka and for discussion on other sites in South India.
- e. ASI committed to revert with comments on the MoUs sent by Ministry of Tourism, by Tuesday, 17th July 2018.

The meeting ended with a vote of Thanks to the Chairman.

Officials of Ministry of Tourism, Ministry of Culture and ASI

1. Ms. Meenakshi Sharma, ADG (Tourism), Ministry of Tourism
2. Mr. R.K.Lal, ADG, ASI, Ministry of Culture
3. Ms. Aashima Mehrotra, Director, Ministry of Tourism
4. Shri. Harish Kumar, Director, Ministry of Culture
5. Shri. T. G. Alone, Director, ASI, Ministry of Culture
6. Niraj Sharan , Assistant D.G , (TT Division) Ministry of Tourism
7. Ms. Monisha Satoeya, Assistant Director, Ministry of Tourism (Adopt A Heritage)
8. Shri. N. K. Pathak, Superintending Archaeologist, Delhi Circle, ASI
9. Shri. Suresh Chandra, HOD (SEL), ITDC
10. Shri. B. M. Sharma, Sr. Manager, ITDC
11. Mr. Ashwin Madhusudanan and team, PMC – Adopt a Heritage

Monument Mitra

1. M/s Dalmia Bharat Ltd. was represented by the following:
 1. Mr. Anand Bhardwaj, CEO - Heritage & Events
 2. Ms. Anita Kathpalia, Advisor
 3. Mr. Pallav Sharma, GM
 4. Mr. Gaurav Kapoor, AGM
2. M/s Resbird Technologies was represented by the following:
 1. Mr. Himanshu Kumar, Business Head
 2. Ms. Geetanjali Nanda, Senior EA
 3. Mr. Dhruv Madhok, Head - Marketing & Sales
