



## **ADOPT A HERITAGE**

Frequently Asked Questions (FAQs)

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### 1) What is 'Adopt a Heritage' project?

This project is a key initiative of Ministry of Tourism in close collaboration with Ministry of Culture and Archeological Survey of India (ASI), to develop the heritage sites / monuments and making them tourist-friendly to enhance the tourism potential and their cultural importance in a planned and phased manner. The project focuses on active participation of Public / Private sector companies and individuals to partner in the noble social responsibility initiative through putting forth proposal for adopting monument package(s) as per their interest and viability in terms of a sustainable investment model under CSR.

The project **Adopt a Heritage: 'Apni Dharohar Apni Pehchaan'** has been launched by the Hon'ble President of India on 27<sup>th</sup> September, 2017 on the occasion of World Tourism Day.

### 2) Who is eligible for adopting a heritage site / monument under the project?

Private and Public Sector Companies and Individuals are eligible for adopting a heritage site / monument under this project.

### 3) What are the objectives of the project?

The objectives of this project are as under:

- Develop basic tourism infrastructure at identified monuments/heritage sites.
- Inclusive tourist experience for heritage sites.
- Promote cultural and heritage value of the country to generate livelihoods of local communities of respective heritage sites.
- Enhance the tourist attractiveness in a sustainable manner by developing world class infrastructure at heritage sites.
- Create employment through active involvement of local communities.
- Harness tourism potential for its multiplier effects in employment generation and economic development.
- Develop sustainable tourism infrastructure and ensuring proper Operations and Maintenance therein.

#### **4) What is the process of adopting monuments / heritage sites under the project?**

The process for **Adopt a Heritage – ‘Apni Dharohar Apni Pehchaan’** will consist of the following components:

##### **i) Offering of the Identified Monuments**

- Initially, the 93 identified monuments will be placed on offer to be selected as a package to the Private and Public Sector Companies and Individuals to develop Tourism friendly amenities in the Heritage Sites. (Details available in **<attach website link>**).
- Ministry of Tourism will invite the stakeholders to partner in the noble social responsibility initiative through putting forth proposal for adopting monument package(s) as per their interest and viability in terms of a sustainable investment model under CSR.
- This will involve sending letter of invitation, Print Advertisements and E-mailers to the Private and Public Sector Companies/ Individuals, travel trade association viz. IATO, TAAI, ADTOI, ATOAI, ITTA, FHRAI, HAI, IHAR and other potential partners / approved/recognized tourism service providers through NIC.
- Letters will also be sent to State/UT Department of Tourism to encourage State Public Sector companies in adopting a monument.

##### **ii) Submission of Expression of Interest**

- In response to the public notification of the scheme the Private and Public Sector Companies/ Individuals are expected to submit their proposals in the form of Expression of Interest (EOI).
- The proposals received in the form of Expression of Interest will undergo initial scrutiny by the Oversight and Vision Committee on the parameters of the capacity and value-addition offered by the stakeholder to undertake the proposed adoption.
- The shortlisted proposals will be taken up for vision bidding.

### **iii) Vision Bidding and Evaluation**

The innovative concept of Vision Bidding would involve the following:

- The bidders need to do detailed existing situation analysis and vision development for each and every individual monument or heritage site(s) that they are interested in adopting.
- Monument Mitras (private and public sector companies and individuals) shall have to prepare the resilient vision for each and every monument under the project.
- The visions from all the bidders would be then evaluated by the Oversight and Vision Committee on the definite parameters as decided by them.

### **5) Who is Monument Mitra?**

Successful bidders selected for adopting heritage sites / monuments by the Oversight and Vision Committee shall be called as Monument Mitras. A Memorandum of Understanding (MoU) will be signed between Monument Mitra, Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and the concerned stakeholder from state (if applicable). The MoU will be entered initially for a period of 2 years and there would be a provision of extension up to 5 years on the basis of the performance, capacity and various feedbacks received at the heritage sites.

### **6) How many monuments have been identified under the project?**

Initially, 93 ASI monuments will be placed on offer to be selected as a package to the Private and Public Sector Companies and Individuals to develop Tourism friendly amenities in the Heritage Sites. Going forward to further phases of the project the list of heritage sites and monuments may get amended and expanded to other Heritage sites.

**7) Does the bidder has the freedom to select heritage sites/ monuments under the project?**

Yes, the bidder has complete freedom to select monuments identified under the project. However, it is desirable that bidders base their package by selecting one monument from each category formulated by MoT on visibility and tourist footfall List of categorized monuments can be referred from the *<attach website link>*.

**8) What is Vision Bidding?**

Vision Bidding is the detailed proposal required to be submitted by the bidders post shortlisting carried out at EoI stage. The proposal preparation would require detailed situational analysis of the identified site, preparation of development plan, operations and maintenance framework, visibility and promotion plan as per detail process outlined in the scheme guidelines. The evaluation of Vision Bidding from all the bidders would be then evaluated by the Oversight and Vision Committee on the definite parameters as decided by them.

**9) What is the Asset Service Level Guidelines?**

Asset Service Level Guidelines are set of basic design parameters convened to guide Monument Mitra in preparation of detailed design of various assets / infrastructure interventions identified under the development plan. The guidelines emphasize on accessibility for all, specially abled friendly design and world class service parameters for proposed tourist infrastructures at the selected Monument/ Heritage Sites under the project.