



Frequently Asked Questions (FAQs)

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1) What is 'Adopt a Heritage' project?

The Ministry of Tourism in close collaboration with the Ministry of Culture, Archeological Survey of India (ASI), State/ UT Governments and the Private/ Public sector companies/ Trusts/ NGOs/ Individuals, etc. envisages developing, upgrading and maintaining amenities at heritage sites, monuments and tourist sites. This is to make the facilities/amenities tourist-friendly and increase the site's tourism potential by enhancing the tourist experience in a planned and phased manner.

Public / Private sector companies, etc. can partner in the project by putting forth a proposal for adopting heritage/ natural / tourist sites as per their interest and viability under the criteria provided in the project guidelines

2) When was the 'Adopt a Heritage' project launched?

The project **Adopt a Heritage: 'Apni Dharohar Apni Pehchaan'** was launched by the Hon'ble President of India on 27th September 2017 on the occasion of World Tourism Day.

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

Private and Public Sector Companies, Trusts, NGOs and Individuals are eligible for adopting heritage site (s)/ monument (s) under this project. However, the finalization of this interest, will depend on their evaluation of their proposal and other criteria provided under the project guidelines.

4) What are the objectives of the project?

The objectives of the project are :

- Developing basic tourism infrastructure in and around heritage sites, monuments, natural sites and tourist sites.
- Develop facilities and amenities to improve the tourist experience at heritage sites, monuments, natural sites and tourist sites.
- Promote cultural and heritage value of the country and develop avenues to create awareness about the heritage/natural/tourist sites in the country
- Develop and promote sustainable tourism infrastructure and ensure proper Operations and Maintenance therein.
- Develop employment opportunities and support livelihoods of local communities at the heritage, natural and tourist sites.

5) What is the process of adopting monuments / heritage sites under the project?

The process for selection of the Monument Mitra, Heritage / Natural/ Tourist sites for adoption are divided into three stages as follows:

- **Expression of Interest:** The 'Prospective Monument Mitras' would put forth their interest through 'Expression of Interest' (Eol), wherein they propose adoption of the Monument / Site of their choice.
- **Letter of Intent:** The shortlisting of the Eol shall be carried out by the Oversight and Vision Committee, post which the Monument Mitra shall be issued a Letter of Intent (LoI).
- **Vision Bidding:** The Prospective Monument Mitras (private and public sector companies, Trusts, NGOs and individuals) who have been issued the Letter of Intent for site(s) are required to present their vision for development of all necessary basic and advanced amenities for each of their selected sites
- **Memorandum of Understanding:** On approval of the Vision bid, the Monument Mitra signs an MoU for the finalized proposal, after which the implementation begins.

For further details please refer to project guidelines.

6) Who is Monument Mitra?

Successful bidders selected for adopting heritage, natural, tourist 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 any other concerned stakeholder as applicable for the site.

7) Does the bidder have the freedom to select heritage, natural, tourist sites/ monuments under the project?

Yes, the bidder has complete freedom to select monuments / sites identified under the project. However, the Monument Mitras are required to take up Monuments / Sites as a package or combination of Green-Blue-Orange heritage sites/monuments/ natural sites / tourist sites. For further details please refer to project guidelines. The criteria applicable to any monument will be informed by the Ministry of Tourism.

8) What kind of amenities/facilities can a bidder propose for development at the heritage monument / site?

There is a representative/indicative list of amenities (basic and advanced) which have been provided in the project guidelines. The Monument Mitra may choose any amenity/facility from this list for development/upgradation or maintenance depending upon the need at the site. The Monument Mitra can innovate and propose new ideas for the site along with any technological interventions. However, the finalization of the amenities/facilities proposed will depend on the approval of the stakeholders.

9) What are the different stakeholders for different heritage/natural/tourist site or monument?

The stakeholders vary according to the ownership and nature of the asset i.e. Archaeological Survey of India (ASI) for Centrally Protected Monuments, State Archaeology Departments of State Protected Monuments, State/UT Tourism Departments, Forest Departments, Urban Local Bodies etc. The Ministry of Tourism would help Monument Mitras navigate with approvals and necessary clearances for the project.