



'Adopt a Heritage: Apni Dharohar, Apni Pehchaan' Project

Why in News

Recently, a review meeting of the ["Adopt a Heritage: Apni Dharohar, Apni Pehchaan"](#) project was held.

Key Points

- **Launch:** 27th September, 2017 ([World Tourism Day](#)).
- **Ministries/Agencies Involved:** It is a collaborative effort by the Ministry of **Tourism**, Ministry of **Culture** and [Archaeological Survey of India \(ASI\)](#), **State/UTs Governments**.
- **Aim:** To **develop tourism amenities** at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner.
- **Implementation:**
 - The **sites/monuments** are **selected on the basis of tourist footfall and visibility** and can be **adopted by** private and public sector companies and individuals — known as **Monument Mitras** — for an initial period of **five years**.
 - The **Monument Mitras are selected by the 'oversight and vision committee,'** co-chaired by the Tourism Secretary and the Culture Secretary, on the **basis of the bidder's 'vision' for development of all amenities** at the heritage site.
 - There is **no financial bid involved**.
 - The **corporate sector** is expected to use [Corporate Social Responsibility \(CSR\)](#) funds for the upkeep of the site.
- **Amenities:**
 - **Basic facilities** such as clean drinking water facility; illumination; ease of access; aesthetics and cleanliness of site; installation of digi kiosk and ticketing kiosk; signage - descriptive and directional; Wi-Fi.
 - **Advance amenities** such as Visitor Facility Centre; Sound and Light Show; Snack Counter & Souvenir Shop; Augmented Reality Experience and Virtual Reality (360-degree experience).
- **Benefits to Monument Mitras:**
 - They will get **limited visibility on the site premises and on the Incredible India website**.
- **Status:**
 - Under the project, 27 Memorandum of Understandings (MoUs) have been awarded to 12 Monument Mitras for 25 sites and 2 technological interventions across India.
- **Other Schemes for Promoting Tourism:**
 - [DekhoApnaDesh](#)
 - [Iconic Tourist Sites](#)
 - [Swadesh Darshan](#)
 - [Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive \(PRASHAD\)](#)

Source: PIB

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