



Adopt a Heritage 2.0 and e-Permission Portal

For Prelims: [Adopt a Heritage](#), [Monument Mitras](#), [AMSAR ACT 1958](#), Indian Heritage App

For Mains: Objectives and rationale for Adopt a Heritage scheme

Source: [PIB](#)

Why in News?

[Archaeological Survey of India \(ASI\)](#) launched the “**Adopt a Heritage 2.0**” program to come forward and help in better upkeep and rejuvenation of India's rich cultural heritage, in line with the vision of 'Virasat Bhi, Vikas Bhi'.

- An easy-to-use mobile application called '**Indian Heritage**' has been introduced, alongside the launch of an **e-permission portal**.

What is the Indian Heritage App and e-Permission Portal?

- **Indian Heritage App:**
 - It will showcase the heritage monuments of India.
 - The app will feature state-wise details of monuments along with photographs, a list of public amenities available, geo-tagged locations, and feedback mechanism for citizens.
- **e-Permission Portal:**
 - An e-permission portal is for obtaining permission for photography, filming, and developmental projects on monuments.
 - The portal will fast-track the process of obtaining various permissions and solve operational and logistical bottlenecks.

What is the Adopt a Heritage 2.0 Programme?

- The programme is a revamped version of the earlier scheme (Adopt a Heritage Scheme) launched in 2017 and clearly defines the amenities sought for different monuments as per the **Ancient Monuments and Archaeological Sites and Remains Act (AMASR), 1958**.
- The stakeholders can apply for adopting a monument or specific amenities at a monument through a dedicated web portal that contains details of monuments sought for adoption.
- Adopt a Heritage 2.0 programme seeks to **foster collaboration with corporate stakeholders through which they can contribute to the preservation of these monuments** for the next generations.
 - The term of the appointment will be for a period of five years initially, which may be further extended up to five years.

What is the Adopt a Heritage Scheme?

- **About:**
 - It is a collaborative effort between the Ministry of Tourism, Ministry of Culture ASI, and State/UTs governments.
 - It was launched on **27 September 2017** ([World Tourism Day](#)) by the President of India.
- **Aim:**
 - The Project aims to develop synergy among all partners to effectively promote 'responsible tourism'.
 - It aims to involve public sector companies, private sector companies, and corporate citizens/individuals to take up **the responsibility for making our [heritage and tourism more sustainable](#)**.
 - It is to be done through the development, operation, and maintenance of **world-class tourist infrastructure and amenities at ASI/ State heritage sites** and other important tourist sites in India.
- **Monument Mitras:**
 - Agencies/Companies would become '**Monument Mitras**' through the innovative concept of 'Vision Bidding', where the agency with the best vision for the heritage site will be given an opportunity to associate pride with their [CSR \(Corporate Social Responsibility\)](#) activities.
- **Rationale Behind 'Adopt a Heritage':**
 - The heritage sites are facing common challenges primarily related to the operations and maintenance of the various infrastructural as well as service assets.
 - There is a need to develop a robust mechanism for the provision of basic amenities on an immediate basis and advanced amenities on a long-term basis.

What are the Previous Attempts for Corporate Involvement in Heritage Management?

- **National Culture Fund:** The government of India in 1996 formed a National Culture Fund. Since then, 34 projects have been completed under it through public-private partnerships.
- **Campaign Clean India:** 'Campaign Clean India,' in which the government had identified 120 monuments/destinations.
 - Under this scheme, the India Tourism Development Corporation (ITDC) adopted Qutab Minar as a pilot project in 2012, while ONGC adopted six monuments — Ellora Caves, Elephanta Caves, Golkonda Fort, Mamallapuram, Red Fort, and Taj Mahal — as part of its CSR.

Note:

Experience of Italy: Italy has the largest number of [UNESCO](#) Heritage Sites in the world. The cash-strapped government has been successfully collaborating with corporations since 2014 for heritage maintenance after shunning them for decades.

UPSC Civil Services Examination Previous Year Question (PYQ)

Mains

Q.1 Safeguarding the Indian Art Heritage is the need of the moment. Discuss. **(2018)**

Q.2 Indian Philosophy and tradition played a significant role in conceiving and shaping the monuments and their art in India. Discuss. **(2020)**

