

UPSC Civil Services Examination

Political Science & International Relations

Topic: Adopt a Heritage Scheme - Indian Polity Notes

Adopt a Heritage Scheme

The 'Adopt a Heritage Scheme' is a unique venture of the Ministry of Tourism in close collaboration with the Ministry of Culture and the Archaeological Survey of India (ASI) which envisages developing heritage sites, tourist sites and monuments across the length and breadth of the country in order to make them tourist-friendly so that the tourism potential and the cultural importance could be enhanced in a phased and planned manner.



What is Adopt a Heritage Scheme?

- The President of India launched the Adopt a Heritage Scheme on World Tourism Day i.e., 27th September 2017.
- The scheme will allow private and public sector corporations to adopt most of India's top heritage sites and improve tourism in such sites.

- It is clarified that 'The Adopt a Heritage' is essentially a non-revenue generating project. The agency will be selected on the basis of the unique concept of vision bid and no financial bid is involved in the scheme.
- The response to the project has been very encouraging as the agencies who have come forward for adoption includes not only public and private industry/individuals but also schools and law firms.
- These agencies are referred to as Monument Mitras.
- The companies will be responsible for building, operating and maintaining tourism infrastructure at 105 monuments and natural heritage sites up for adoption.
- The Ministry of Tourism has the power of termination of MoU of Monument Mitras in case of noncompliance of guidelines and expression of interest (EoI), or any other reason of non-performance.

Action Plan of Monument Mitras:

The project would primarily focus on maintenance and development of world-class amenities and tourist infrastructure including basic civic amenities and advanced amenities like secure environment, ease of access, public conveniences, cleanliness, illumination and night viewing facilities for an all-inclusive tourist experience which would result in an increase in the footfall from both foreign and domestic tourists.

Advantages of Adopt a Heritage Scheme

- Corporate control of some monuments and heritage sites ensure that their maintenance and operations could be handled more professionally.
- An agency with the best vision for the heritage site will be given an opportunity to associate pride with their CSR activities.
- The company would also get limited visibility on the premises and the Incredible India website.

UPSC Questions related to Adopt a Heritage Scheme

What is the Oversight and Vision Committee of the Adopt a Heritage Scheme?

- The corporates that are bidding for adopting will do a meticulous analysis of the site in order to come up with a vision development plan for each and every heritage site or a monument that they are interested in.
- Monument Mitras (private and public sector companies and individuals) shall have to prepare a resilient vision for each and every monument under the project.
- The Oversight and Vision Committee will then go through these analyses and evaluate them based on the parameters defined by the committee.

What are the facilities that will be provided under the Adopt a Heritage Scheme?

- The Archaeological Survey of India undertakes activities like providing basic amenities and facilities to the people who visit the monuments or sites that are centrally protected.
- These amenities include vehicle parking, pathways, toilet units, drinking water dispensers and facilities for the physically handicapped.
- Monuments that are identified as “Adarsh Smarak” will get facilities like cafeterias, modern toilets, interpretation centre, Wi-Fi, braille signage, etc. depending upon the requirement and feasibility.

