

Archaeological Survey of India



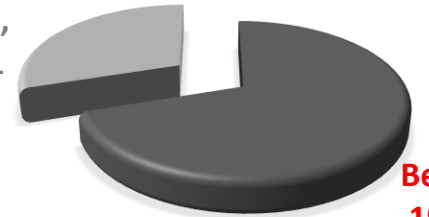
Footprint of ASI



3,696 protected monuments/ Sites



After 1947, 1111



Before 1947, 2584





Adopt a Heritage Scheme 2.0

Initiative to Involve External partners through CSR



The new version for CPMS would be titled as “Adopt A heritage Program 2.0”

A revamped version for CPMS is envisioned wherein ASI envisaged creating a framework for engaging with the private/ public sector companies/ Trusts/ NGOs/Societies, etc.

Legal Basis of the program- Section 15 ,AMASR Act-Dg may receive voluntary contribution towards cost of maintenance

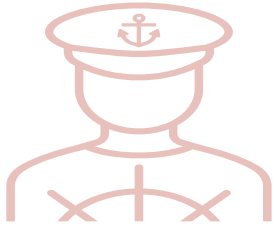
Mission Statement: Adopt a Heritage 2.0 will be a sustainable CSR program for public/private entities to partner with ASI in **providing, developing and maintaining** visitor amenities in monuments of national importance

Objectives

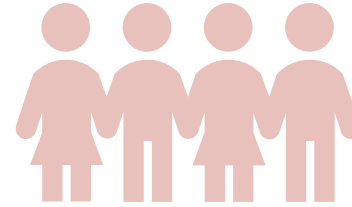
- To develop visitor enabling infrastructure in and around- centrally protected monuments and sites.
- To create, develop, provide and maintain amenities in the monuments and sites protected by ASI as monuments of national importance to enhance visitor experience
- To promote cultural and heritage value of the nation while creating social awareness for the same
- Generate employment opportunities and support livelihoods of local communities at the heritage and tourist sites
- To provide avenue to the private sectors to partner with govt. to promote India's rich heritage through the vehicle of CSR



SMARAK SARTHI AND SMARAK SATHI



“Smarak Saarthi” a partner who intends to take up all four group of amenities at the centrally protected monuments/ sites with its end-to-end implementation



“Smarak Saathi” a partner who intends to take up at least one group of amenities or any amenity from its expansion but less than all the four group of amenities at the centrally protected monuments/ sites

The Objective is to provide entire set of amenities to single partner



Four-pronged framework for group of amenities

Chosen Monument

Selection of Group of
Amenity

Deciding nature of
implementation



Categories

Hygiene

Accessibility

Safety

Knowledge

Provide/Develop

Provide/Develop,
O&M

Only O&M

Illustrative

Nature of Business

- Amenities which require work related to civil. For example: Toilets, Approach pathways with tactile strips, etc.

Develop



- Amenities which does not require work related to civil. For example: shoe covers (Taj Mahal/ Temples), Waste management related amenities like Garbage bins, etc.

Provide



- Operation & Maintenance of the amenities which are present at the Monuments

O&M



The Partner Agency may propose to either Develop , Provide of Operate and Maintain amenities at selected Monument



Hygiene



Toilets

- Male
- Female
- Divyang



Drinking Water

- Water kiosk (purified & cooled water)



Baby Care Room

- Mother and Child Care



Waste Management

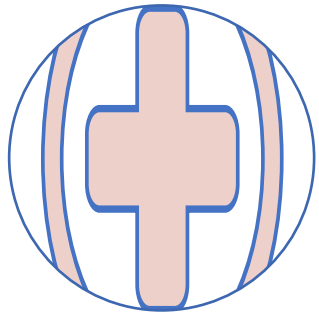
- Garbage bins
- PET crushing machine

The Objective is to provide better hygiene at Monuments

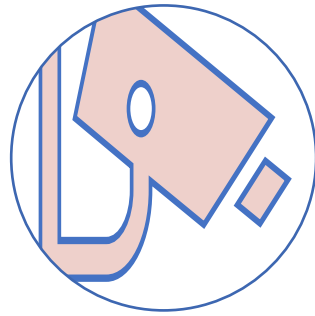
The Partner Agency may choose to provide any of these facilities under hygiene category



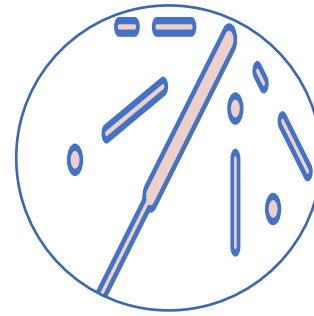
Safety



First Aid (including
life saving jacket)

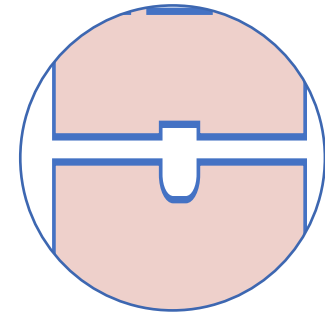


CCTV surveillance



Lighting &
Illumination

- with Green DG Sets
Renewable source of
energy



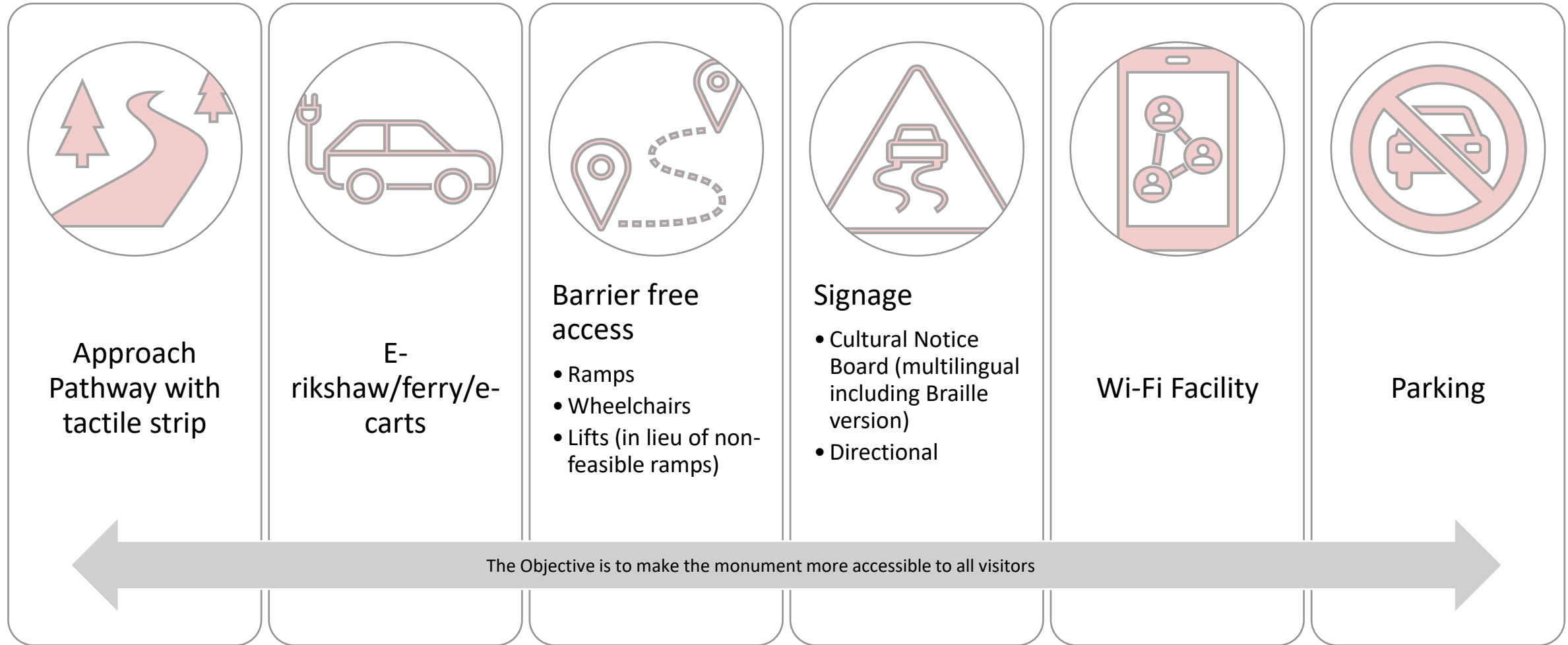
Cloak room

The Objective is to provide A safe Monument to the visitor

The Partner Agency may choose to provide any of these facilities under hygiene category



Accessibility



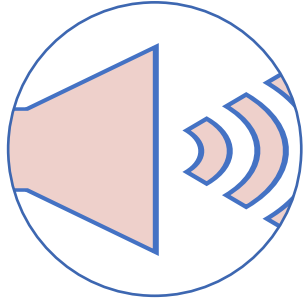
The Accessibility category of Amenities is having multiple options for the partner agency

Knowledge

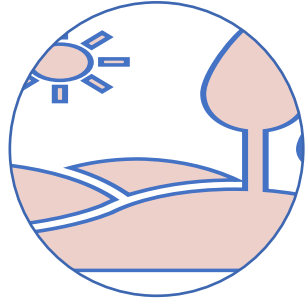


Interpretation tools

- Audio Visual
- Multi Media Room



Audio Guide/App Based Guide



Greening

The Objective is to provide information about Monument and Its History



Sales Counter

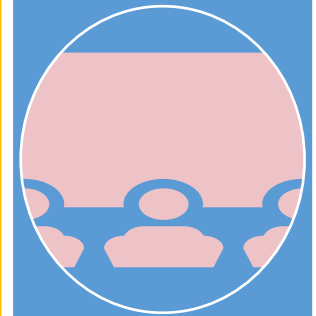
- Souvenir



Publication



Cafeteria



Cultural/ Light & Sound Show

Semi commercial activity with Fee

Some of the amenities (Sales Counter & Cultural/ Sound & Light Show) under the 'Knowledge' group for which fee collection will be done are termed as Semi- Commercial amenities/ activities



Semi- Commercial Amenities

Amenities for which collection of fees would be done will be termed as **Semi- Commercial amenities**



Souvenir
Kiosk



Publication
Counter



Cafeteria



Cultural/
Sound &
Light Show



- Any profit generated through the proposed amenities would be put back to sustain development, Operation and Maintenance of the CPMS
- Dedicated account needs to be opened for receipt of money as well as expenditure
- Any profit earned to be put back in the dedicated a/c and used on monument
- A half yearly statement of accounts duly certified and signed by Chartered Accountant to be submitted to ASI
- Relevant Spaces will be allocated on rental, based on the category of monuments
- With reference to Cultural/ Sound & Light Show, 80% of the total seats for each show should not be priced above INR 200 with revenue sharing model
- Preference will be given to Smarak Saarthi and those Samarak Saathi who will opt for maximum group of amenities and who will undertake O&M





SWADESH DARSHAN and PRASHAD

Other Initiatives



OTHER SCHEMES

PRASAD SCHEME

- PRASAD scheme is the 'Pilgrimage Rejuvenation And Spiritual Augmentation Drive'
- This scheme focuses on developing and identifying pilgrimage sites across India for enriching the religious tourism experience.
- Tapping the potential of pilgrimage tourism

SWADESH DARSHAN

- The scheme aims to promote, develop and harness the potential of tourism in India.
- Under the Swadesh Darshan scheme, the Ministry of Tourism provides Central Financial Assistance – CFA to State Governments, Union Territory
- This scheme is envisioned to synergise with other schemes like Swachh Bharat Abhiyan, Skill India, Make in India etc.





Thank You

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Preserve cultural heritage, it defines the national identity of a country

