

Adopt a Heritage Scheme

June 22, 2019

The '**Adopt a Heritage: Apni Dharohar, Apni Pehchaan**' scheme is an initiative of the Ministry of Tourism, in collaboration with the Ministry of Culture and the Archaeological Survey of India.

It was launched in September 2017 on **World Tourism Day**.

Under it, the government invites entities, including public sector companies, private sector firms as well as individuals, **to develop selected monuments and heritage and tourist sites** across India.

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 through development, operation and maintenance of world-class tourist infrastructure and amenities at ASI/ State heritage sites and other important tourist sites in India.

They would become '**Monument Mitras**' through the innovative concept of "Vision Bidding", where the agency with best vision for the heritage site will be given an opportunity to associate pride with their CSR activities.

The priority areas of Programme are listed as under:

- Developing basic tourism infrastructure
- Promoting cultural and heritage value of the country to generate livelihoods in the identified regions
- Enhancing the tourist attractiveness in a sustainable manner by developing world-class infrastructure at the heritage monument sites
- Creating employment through active involvement of local communities
- Harnessing tourism potential for its effects in

employment generation and economic development

- Developing sustainable tourism infrastructure and ensuring proper Operations and Maintenance therein.