

MINUTES OF THE 9TH OVERSIGHT AND VISION COMMITTEE MEETING ON ‘ADOPT A HERITAGE’ APNI DHAROHAR APNI PEHCHAN PROJECT AT 1145 HRS 23.12.2020 AT MANTHAN CONFERENCE HALL, 1ST FLOOR, TRANSPORT BHAWAN, NEW DELHI (ALSO BROADCASTED VIRTUALLY FOR ATTENDEES)

The 9th meeting of Oversight & Vision Committee was held on 23rd December 2020 under the co-chairpersonship of Secretary (Tourism) and Secretary (Culture) to review of status of the project Adopt a Heritage – ‘Apni Dharohar, Apni Pehchaan’. In the meeting the following members were present:

Shri Yogendra Tripathi , Secretary (Tourism) and Shri Raghvendra Singh, Secretary (Culture) - in Chair

1. Director General, Ministry of Tourism
2. Director General, Archaeological Survey of India
3. Additional Director General, Ministry of Tourism
4. Joint Secretary, Ministry of Culture
5. Joint Director General, Archaeological Survey of India
6. Director, Ministry of Culture
7. Director (Monuments), Archaeological Survey of India
8. Assistant Director General, Travel Trade Division, Ministry of Tourism
9. Assistant Director, Adopt a Heritage, Ministry of Tourism
10. Project Management Consultant – Adopt a Heritage Project

3. The following were the agenda items for the meeting:

- Status of Memorandum of Understandings (MoUs)
- Approval of New Vision Bids (VBs)
- Approval of New Expression of Interests (EoIs)
- Approval of extension/dropping of agencies/sites
- Way forward on project implementation

The Committee then deliberated as follows:

4. Status of Memorandum of Understandings

- i. The committee was apprised that 27 MoUs have been awarded till date, with 2 more MoUs under signing process and additionally 18 MoUs are being finalized for signing.
- ii. The status of the MoUs awarded to the Monument Mitra “Adventure Tour Operators of India (ATOAI)” on 31.01.2018 for the below two sites was discussed

SN	Name of Site	State/ UT	Name of Nodal Department
1	Gangotri Temple Area & Trail to Gaumukh	Uttarakhand	Forest Department, Govt. of Uttarakhand & Uttarakhand Tourism Development Board
2	Trail from Village Stok to base camp of Mt. Stok Kangri	Ladakh	Ladakh Autonomous Hill Development Council

Since implementation for these two sites has not progressed for more than a year, either due to certain restrictions imposed by the local stakeholders at the site or due to delay in NOCs from stakeholders, it was decided to drop the two MoUs from the project. Further, it was advised that the Monument Mitra be allowed to propose other new sites or trek routes under the project.

- iii. The implementation status of the MoUs awarded to the Monument Mitra “Dalmia Bharat Ltd” on 13.04.2018 for the below two sites was discussed.

SN	Name of Site	State/ UT	Name of Nodal Department
1	Red Fort	Delhi	Archaeological Survey of India
2	Gandikota Fort	Andhra Pradesh	Archaeological Survey of India

DG (Tourism) informed about the planned amenities at Red Fort such as Dustbins, Benches were completed as per schedule and O&M of drinking water stations and public conveniences are ongoing. However, the implementation of advanced amenities such as Visitor Centre and Sound & Light Show which were initially affected due to delay in handover of space, are now being postponed due to multiple re-discussions on the approved Semi-Commercial clause by Ministry of Culture and Archaeological Survey of India. DG(Tourism) further mentioned that the recent MoUs approved by Ministry of Culture have still been referred to Chief Controller of Accounts (CCA) by the IFD for comments on accounting procedures as per the OM received on 19th November. Also, decision on prices for items under Snack Counter and Souvenir Shop and other operational requirements of letters, NoCs, power supply connections are still pending for the Visitor Centre.

Director (Culture) informed that a meeting was held under the chairpersonship of Special Secretary and Financial Advisor for the Ministry of Culture and Tourism on 13.01.2020 where clarifications pertaining to Semi-Commercial clause were instructed to Ministry of Tourism to address gaps pertaining to processes and the same were accordingly updated in the Project Guidelines. However, comments of Chief Controller of Accounts (CCA) by the IFD have been received on accounting procedures. He informed that the decision on prices are to be done through a Joint Committee headed by DG, ASI.

Secretary (Tourism) stated that Semi-Commercial clause are an essential requirement for project success and sustainability. He specified that detailed procedures for revenue generation and accounting are sole responsibility of the private entity, hence does not require instructions from CCA. Also, the decision on prices for Semi-Commercial activities are required to provide an upper limit to restrain overreach on revenue through such activities as already specified in the related clauses.

Secretary (Culture) reaffirmed the necessity for a quasi-commercial opportunity to attract further investments from private players and sustain advanced amenities under the project as well as increase participation. He assured to resolve the issue as there is no need for CCA observations on the matter.

Secretary (Culture) also informed that the implementation of Sound and Light Show and the Visitor Centre was recently reviewed and the Monument Mitra has been directed to complete these amenities by end of February 2021 for launch. Also, a demo shall be coordinated and scheduled in Jan 2021.

DG(ASI) assured that Joint Committee meeting shall be scheduled at the earliest for decision on prices for the Snack Counter and Souvenir Shop and all pending letters, NoCs and other operational requirement to complete execution of project by Jan 2021.

DG (Tourism) apprised that basic amenities planned at Gandikota Fort have been completed, however few advanced amenities require further operational support from ASI. DG (ASI) assured that the space for implementation of pending advanced amenities such Wi-Fi, CCTV etc. shall be provided in discussion with the Circle Superintending Archaeologist (SA), ASI.

- iv. The implementation status of the MoUs awarded to the Monument Mitra “Yatra Online Pvt. Ltd.” on 27.09.2018 for the below four sites was discussed

SN	Name of Site	State/ UT	Name of Nodal Department
1	Qutub Minar	Delhi	Archaeological Survey of India
2	Leh Palace	Ladakh	Archaeological Survey of India
3	Ajanta Caves	Maharashtra	Archaeological Survey of India
4	Hazara Rama Temple & Hampi	Karnataka	Archaeological Survey of India

DG (Tourism) apprised that most of the amenities planned for Qutub Minar have been completed along with their continuous O&M, as well as payment of utility bills has also been undertaken by the Monument Mitra. Accordingly, an implementation review was conducted through site visit in September 2020.

However, the Monument Mitra has sought relaxation in timelines for implementation of amenities for the other three sites due to financial constraints brought upon the industry by the Covid-19 lockdown.

Secretary (Culture) advised that the implementation by the Monument Mitra should be monitored to ensure commitments under the MoU for these monuments of National importance are timely completed. In cases of lapse, the MoU may be considered for cancellation, and accordingly another Monument Mitra may be accorded the opportunity to collaborate under the project.

Secretary (Culture) and Secretary (Tourism) agreed to allow relaxation up to end of March 2021 to initiate implementation of amenities for the three sites.

- v. The implementation status of the MoUs awarded to the Monument Mitra “Resbird Technologies Pvt. Ltd” for the below was discussed

SN	Name of Site	State/ UT	Name of Nodal Department
1	Development of Multi-Lingual Audio Guide for Tourist Sites	PAN India	Ministry of Tourism & State Governments
2	Development of Multi-Lingual Audio Guide for ASI Monuments	PAN India	Archaeological Survey of India
3	Gol Gumbad	Delhi	Dept. of Art, Culture & Language (Dept. of Archaeology)
4	Bara Lao ka Gumbad	Delhi	Delhi Development Authority (DDA) & Dept. of Art, Culture & Language (Dept. of Archaeology)

DG (Tourism) apprised that Multilingual Audio Guide Application already completed for the following sites (1) Humayun’s Tomb, Delhi (2) Taj Mahal, Agra (3) Fatehpur Sikri, Agra (4) Red Fort, Delhi (5) Dholavira, Kutch (6) Purana Qila, Delhi (7) Amer Fort, Jaipur.

ADG (Tourism) informed that the app is live on both Android and iOS platform as “Audio Odigos” and in four languages Hindi, English, Japanese and Korean and has been well received by the public.

Secretary (Culture) enquired on timelines for completion of development for all the pending sites - for (8) Khajuraho, (9) Mahabalipuram, (10) Somnath (11) Mahabodhi Temple (12) Chandni Chowk. The PMC informed that development for other sites is under process and is expected to be completed by March 2021 in English and Hindi languages and further informed that the delay was due to unavailability of translation and recording studios and speech actors during Covid-19 lockdown.

JDG (ASI) appreciated the quality of app and diligence by the Monument Mitra for development of the Audio Odigos application.

DG (Tourism) apprised that works at Gol Gumbad, Delhi and Bara Lao ka Gumbad, Delhi are on track and don't require any intervention from the O&VC.

- vi. DG (Tourism) apprised that the below list of MoUs were impacted due to discussions on Semi-Commercial clause, but now most of the Monument Mitras have submitted comprehensive plans to ASI for approvals and have requested for handovers of amenities.

Secretary (Culture) and Secretary (Tourism) directed that implementation of amenities for the below sites should be initiated by March 2021.

DG (Tourism) directed the PMC to coordinate with ASI to ensure all compliances are met for approvals so that implementation can be fast-tracked.

SN	Name of Site	State/ UT	Monument Mitra	Nodal Department
1	Jantar Mantar	Delhi	Apeejay Surrendra Park	ASI
2	Surajkund	Haryana	V-Resorts (Bliss Inn Pvt. Ltd.)	ASI
3	Bekal Fort	Kerala	Drishti Lifesaving Pvt. Ltd.	ASI
4	Champaner-Pavagadh Archaeological Park	Gujarat	Akshar Travels Pvt. Ltd.	ASI
5	Rani ki Vav, Patan	Gujarat	Akshar Travels Pvt. Ltd.	ASI
6	Sun Temple, Modhera	Gujarat	Akshar Travels Pvt. Ltd.	ASI
7	Buddhist Caves, Uparkot, Junagadh	Gujarat	Akshar Travels Pvt. Ltd.	ASI
8	Aguada Fort	Goa	Drishti Lifesaving Pvt. Ltd.	ASI
9	Pattabhirama Temple, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.	ASI
10	Elephanta Stables, Hampi	Karnataka	Orange County Resorts & Hotels Ltd.	ASI
11	Zenana Enslosure (Lotus Mahal), Hampi	Karnataka	Orange County Resorts & Hotels Ltd.	ASI
12	Ugra Narsimha Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.	ASI
13	Badavilinga Temple, Hampi	Karnataka	Hotel Malligi Pvt. Ltd.	ASI

SN	Name of Site	State/ UT	Monument Mitra	Nodal Department
14	Krishna Temple, Hampi	Karnataka	Heritage Hotel, Hampi (A unit of Indo Asia Leisure Services Ltd.)	ASI

5. Approval of New Vision Bids

3 Vision Bids were placed before the Oversight and Vision Committee. ADG (T) informed the committee that these proposals were shortlisted in a meeting co-chaired with JS (Culture) and ADG (ASI) in presence of representative from State Government –Nodal Departments.

5.1 Agency - Drishti Lifesaving Pvt. Ltd.

SN	Name of Site	State	Category	Nodal Department
1	Kolaba Fort	Goa	Blue	ASI
2	Jaidurg Fort	Maharashtra	Orange	Directorate of Archaeology and Museums, Govt. of Maharashtra & Department of Tourism, Govt. of Maharashtra

- The committee was informed that the proposal were examined in virtual meeting held on 06.08.2020 under the co- chairpersonship of Additional Director General (Ministry of Tourism) & Additional Director General (Archaeological Survey of India) in presence of JDG (ASI) and Director, Directorate of Archaeology and Museums, Maharashtra for evaluation of Vision Bid received for site.
- The Vision Bid was approved by the Oversight and Vision Committee with a direction to finalize the MoU with ASI and the State Nodal Department.

5.2 Agency - Socio Legal Research and Education Foundation (SLREF)

SN	Name of Site	State	Category	Nodal Department
3	Narayankothi Temples	Madhya Pradesh	Orange	Directorate of Culture, Govt. of Uttarakhand & Department of Tourism, Govt. of Uttarakhand

- The committee was informed that the firm is a local organization already working at Narayankoti on multiple causes supported by the Gram Panchayat, Narayankoti and Hotel Kailash Residency, Narayankoti
- The Vision Bid was approved by the Oversight and Vision Committee with a direction to finalize the MoU with the Nodal Department

6 Shortlisting of New Expression of Interests (EoIs)

The Committee was apprised of the new EoIs received after the 8th Oversight & Vision Committee. ADG (T) informed the committee that these were also shortlisted in a meeting co-chaired with JS (Culture) in presence of representative from ASI and State Government –Nodal Departments.

6.1 Agency – Varroc Group

SN	Name of Site	Category	State	Nodal Department
1	Bibi ka Maqbara, Aurangabad	Blue	Maharashtra	ASI
2	Aurangabad Caves	Orange	Maharashtra	ASI

- a. ADG (T) informed the committee that the firm is public limited company with local offices at Aurangabad and have already prepared the detailed Vision Document for the sites. This was examined in a virtual meeting held on 06.08.2020 under the Co- chairpersonship of Additional Director General (Ministry of Tourism) & Joint Secretary (Ministry of Culture) in presence of Joint Director General (ASI).
- b. The PMC informed the committee, that the initial bidder for the Bibi ka Maqbara, Aurangabad had not complied to the O&VC instructions and hence has not been considered for the same.
- c. Secretary (Tourism) directed that since there is no competing agency for the sites and that the current agency has already prepared a detailed proposal for the sitespo which is a strong indicator of their interest in the project. Hence Letter of Intent to be issued for the agency for these sites and they are also accorded in-principle approval for the Vision Bid with a direction to finalize the MoU with ASI.

6.2 Agency – TAACT (Partition Museum) & Museum & Arts Consultancy (MAC)

SN	Name of Site	Category	State	Nodal Department
3	Dara Shikoh Library Building	Orange	Delhi	ASI

- a. ADG (T) informed the committee that the agency had set up the much-acclaimed Partition Museum in Town Hall, Amritsar which received 5 awards Nationally and Internationally, including award for Excellence in Customer Experience. Also, that the proposal has been examined in a virtual meeting held on 13.10.2020 under the Co- chairpersonship of Additional Director General, Ministry of Tourism and Joint Secretary, Ministry of Culture in presence of Secretary (ACL) & Director, Dept. of Archaeology, GNCTD. The agency has also already prepared the detailed Vision Document for the site.
- d. The PMC informed the committee that TAACT has planned to undertake this project in joint (consortium) mode by The Arts and Cultural Heritage Trust (TAACT) and the Museum & Arts Consultancy (MAC) and that TAACT has informed that they want to drop their initial proposal for Mutiny Memorial as there is little scope of work at the site. Hence, they would like to undertake the project for the Dara Shikoh Library Building .

- e. Secretary (Tourism) directed that since the site is lessor known and that agencies have already prepared a detailed proposal for the site and have discussed the same with the Nodal Department, letter of intent should be issued for the agency for these sites. They are accorded in-principle approval for the Vision Bid with a direction to finalize the MoU with the Nodal Department.

6.3 Agency – Jaipur Zila Vikas Parishad

SN	Name of Site	Category	State	Nodal Department
4	Chand Baodi, Abhaneri	Orange	Rajasthan	ASI
5	Harshad Mata Temple, Abhaneri	Orange	Rajasthan	ASI
6	Bhangarh Fort, Abhaneri	Orange	Rajasthan	ASI

- a. ADG (T) informed the committee that the proposal has been examined in a virtual meeting held on 16.10.2020 under the Co- chairpersonship of Additional Director General, Ministry of Tourism and Joint Secretary, Ministry of Culture in presence Joint Director General (ASI). The sites of Chand Baori & Harshad Mata Temple sites have been proposed by another agency and proposals may be considered for competitive Vision Bidding.
- b. Secretary (Tourism) directed that the EoI can be approved and that the Letter of Intent to be issued for the agency for these sites.

6.4 Agency – Aagman India Travel & Living Pvt. Ltd.

SN	Name of Site	Category	State	Nodal Department
7	Chand Baodi, Abhaneri	Orange	Delhi	ASI
8	Harshad Mata Temple, Abhaneri	Orange	Rajasthan	ASI

- a. ADG (T) informed the committee that the proposal has been examined in a virtual meeting held on 16.10.2020 under the Co- chairpersonship of Additional Director General, Ministry of Tourism and Joint Secretary, Ministry of Culture in presence Joint Director General (ASI). The sites of Chand Baori & Harshad Mata Temple have also been proposed by another agency and proposals may be considered for competitive Vision Bidding.
- b. Secretary (Tourism) directed that the EoI can be approved and that the Letter of Intent to be issued for the agency for these sites.

6.5 Agency – MakeMyTrip Foundation

SN	Name of Site	Category	State	Nodal Department
8	Fatehpur Sikri, Agra	Green	Uttar Pradesh	ASI
9	Akbar's Tomb, Agra	Blue	Uttar Pradesh	ASI

- a. ADG (T) informed the committee that the proposal has been examined in a virtual meeting held on 13.10.2020 under the Co- chairpersonship of Additional Director General, Ministry of Tourism and Joint Secretary, Ministry of Culture in presence Joint Director General (ASI).
- b. The PMC informed the committee that both Fatehpur Sikri, Agra & Akbar's Tomb, Agra are also under the list of monuments in Adarsh scheme and agency has been advised to examine requirements already identified under Adarsh Monuments scheme of ASI
- c. Secretary (Tourism) directed that the EoI can be approved and that the Letter of Intent to be issued for the agency for these sites.

6.6 Agency – City Explorers Pvt. Ltd.

SN	Name of Site	Category	State	Nodal Department
10	Qudisa Bagh	Orange	Delhi	Dept of Art, Culture of Language (Dept. of Archaeology, Delhi)

- ADG (T) informed the committee that the proposal has been examined in a virtual meeting held on 13.10.2020 under the Co- chairpersonship of Additional Director General, Ministry of Tourism and Joint Secretary, Ministry of Culture in presence of Secretary (ACL) & Director, Dept. of Archaeology, GNCTD. The agency's initial proposal was suggested for revision and they have resubmitted proposal in discussion with the Nodal Department.
- Secretary (Tourism) directed that the EoI can be approved and that the Letter of Intent to be issued for the agency for the site.

5 Dropping of Sites or Agencies

1. The committee was apprised about request received from different agencies to drop sites/proposal under the project which are listed as under

SN	Name of Site	State	Name of Agency
1	Char Minar	Telangana	ITC Limited
2	Durga Temple, Aihole	Karnataka	Chartered Hotels

SN	Name of Site	State	Name of Agency
3	Sakya Tangyud Monastery	HP	Chartered Hotels
4	Key Monastery	HP	Chartered Hotels
5	Safdarjung Tomb	Delhi	TCI
6	Kumbhalgarh Fort	Rajasthan	Bliss Inn Pvt. Ltd.
7	Tipu Palace	Karnataka	Bliss Inn Pvt. Ltd.
8	Amer Fort	Rajasthan	Bliss Inn Pvt. Ltd.
9	Nahargarh Fort	Rajasthan	Bliss Inn Pvt. Ltd.
10	Mutiny Memorial	Delhi	TAACHT
11	Tomb of Sikandar Lodi,	Delhi	JSW Foundation
12	Tughlaqabad Fort	Delhi	Dalmia Bharat Ltd.
13	Akbar's Tomb, Sikandra, Agra	Uttar Pradesh	Dalmia Bharat Ltd.

Secretary (Tourism) directed that these sites can be dropped, however it should be checked that they do not conflict at monument package approved for any agency.

- The committee was apprised about directions/decision by Nodal Departments to drop sites/proposal under the project which are listed as under:

SN	Name of Site	State	Name of Agency
1	Bala Krishna Temple	Karnataka	Hotel Malligi
2	Purana Qila	Delhi	NBCC
3	Sun Temple, Konark	Odisha	Dalmia Bharat
4	Udaygiri Khandigri Caves	Odisha	Dalmia Bharat
5	Jaisalmer Fort	Rajasthan	I Love Foundation

Secretary (Tourism) directed that these sites can be dropped and that it shall be ensured that new proposals are not considered for these sites.

- The committee was apprised about proposals shortlisted by the Ministry for dropping due to non-compliance of project guidelines or non-submission of detailed proposals or non-responsiveness on communications.

SN	Name of Site	State	Name of Agency
1	Bhuli Bhatiyarin	Delhi	Archer & Angel
2	Photography & documentation	Pan India	India Lost & Found (Amit Pasricha)
3	European Tomb, Surat	Gujarat	Kinsfolk Group
4	Taj Mahal to Red Fort Corridor, Agra	UP	GMR
5	Red Fort, Agra	UP	GMR
6	Itimad-ud-daula, Agra	UP	GMR
7	Ellora Caves	Maharashtra	IATO

SN	Name of Site	State	Name of Agency
8	Mahabalipuram	Tamil Nadu	IATO
9	Daulatabad Fort, Aurangabad	Maharashtra	Dreams creations Advertising Pvt. Ltd.
10	Bibi ka Maqbara, Aurangabad	Maharashtra	Dreams creations Advertising Pvt. Ltd.
11	Sher Shah Suri Gate	Delhi	Special Holidays

Secretary (Tourism) directed that the proposal for the agency Dreams Creations Advertising Pvt. Ltd can be dropped as it has now been approved for another agency. However, he advised ADG(T) to re-discuss the position on other proposals with the respective agencies and allow them time for up to two weeks for responding. He authorized ADG(T) to drop these proposals in case of non-compliance or non-responsiveness beyond the stipulated time.

6 Other Decision Points

1. The committee was apprised of the request received from Monument Mitras from the Tourism Sector on challenges of manpower, finances etc. faced in the wake of Covid-19.
2. The committee in view of the difficulties faced by Monument Mitras suggested that an extension of timelines till 31st March 2021 be given wherever requested.

7 Decisions on timelines for the project

1. The committee discussed the delay in according approvals at the initial stage to agencies for approval of EoIs and issuance of Letter of Intent to initiate preparation of Vision Bids
2. The PMC suggested that the approval of Expression of Interest may allowed at the level of Implementation Committee after initial shortlisting by the committee co-chaired by ADG(T) and JS(Culture) for expediting approvals to MoU stage
3. The co-Chairs agreed to the suggestion and authorized the Implementation committee for according approvals to Expression of Interests received for immediate issuance of Letter of Intent under the project.

The meeting ended with a note of thanks to the Co-chairs.
