



Department of Archaeology, Museum and Heritage and Department of Tourism

Karnataka
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Adopt A Monument

Karnataka offers many tourism opportunities in keeping with its promise of "One State, Many Worlds." Karnataka is a land of many natural sites and rich cultural heritage. It is a proud land of UNESCO World Heritage Sites such as the Group of Monuments of Hampi, the Group of Monuments of Pattadakal, the Western Ghats and the Sacred Ensembles of the Hoysalas, a group of three Hoysala rich architecture temples at Belur-Halebeedu and Somanathapura.

In addition, the temple architecture of Aihole-Badami-Pattadakal, the forts of the Deccan Sultanates of Kalburgi-Bidar-Vijayapura, the monuments of Srirangapattana Island and Hire Benkal, a megalithic site, are on the verge of being declared a World Heritage Site.

Karnataka is a region with a rich cultural heritage and memorable stories of times of great empires and leaders. The heritage here has created a strong position for the state in the global tourism map. Tourism mainstay of Karnataka has an estimated more than 25,000 heritage monuments, of which 848 are protected by the state archaeology, museums, and heritage department, while 507 are protected by the Archaeological Survey of India. Karnataka is the second state in India to have such a large number of monuments.



The Karnataka Tourism Policy 2020-26 highlights the role played by the rich and diverse cultural heritage and history of the state in shaping a tourism-oriented ecosystem. Heritage is one of our key tourism themes and has built a strong position for the state on the global tourism map. Karnataka ranks 4th in the list of domestic tourists in India and attracts more than 6 lakh foreign tourists every year. Hampi has been

ranked second in the New York Times' list of global destinations to visit in 2019. This is a global recognition for Karnataka's heritage tourism.

The Department of Archaeology, Museum, and Heritage (DAMH), in close collaboration with the Department of Tourism (DoT), Government of Karnataka, and related private and public sector organizations, is implementing a scheme named Adopt a Monument to conserve and develop monuments by providing basic and advanced facilities to the heritage monuments of Karnataka. The project aims to create a platform to make Karnataka's monuments a must-see tourism experience destination and create opportunities for the community that will enable socio-economic development.



Objectives

The objectives of the Scheme are to:

- ❖ Conserve, preserve and protect the heritage monuments of Karnataka.
- ❖ Develop basic and advance tourism infrastructure in and around the Heritage Monuments of Karnataka.
- ❖ Develop facilities and amenities to improve the tourist experience at Heritage Monuments and ancient sites.
- ❖ Promote cultural and heritage values of the state and develop avenues to create awareness about the heritage monument sites in the state.
- ❖ Develop and promote sustainable tourism infrastructure and ensure proper operations and maintenance therein.
- ❖ Generate employment opportunities and support the livelihoods of local communities around the Heritage Monuments and ancient sites.

A Company or Firm or Limited Liability Partnership concern (LLP) or a Partnership Firm, interested Societies or Cooperative Societies, Trusts or Non-Governmental Organisations or interested individuals are eligible to be empanelled as Smaraka Mitras to adopt Ancient Monuments and Archaeological sites and remains, Heritage buildings and Heritage areas across Karnataka for conservation, preservation, restoration and annual maintenance, development of tourist basic and advance amenities under their corporate social responsibility (CSR) programme as per the stipulated guidelines or terms and conditions set forth by the Government of Karnataka and issued thereon from time to time by the way of Notification under the scheme of Adopt a Monument". The application is available on our Namma Smaraka digital platform, i.e., www.nammasmaraka.in, which has been prepared for the Adopt a Monument project. Applications can be submitted online or by email to the Archaeology Museums and Heritage Department, i.e., commr_amh@yahoo.in.

After scrutinizing the documents of these applications, the Smaraka Mitra will be selected. Initially, the monuments will be handed over to Smaraka Mitras for a period of five years, and the performance during this period will be subject to regular review and feedback from tourists and other stakeholders, including feedback.

At present, many heritage monument sites in Karnataka lack basic tourist amenities and facilities, and there are signs that through this scheme, the heritage monument sites shall be provided with basic and advanced amenities for the tourists to offer a positive tourist experience. The tourist amenities proposed to be developed through this scheme have been divided into three categories as per the project guidelines:



Basic Amenities

Basic amenities are an important part of tourism since they can increase the attractiveness of a location, encourage repeat visits, and serve as a promotional tool through word-of-mouth. Basic amenities at every tourist destination are the first and foremost rights of the visitor, as each visit to the monument stimulates the local economy. Basic facilities are vital in project design, regardless of financial feasibility. The following is an indicative list of basic amenities available in and around the area:



- ❖ Public conveniences (restroom facilities)
- ❖ Drinking water facilities/water kiosk
- ❖ Ease of Access, Barrier-Free Monuments, and Accessibility for All: differently abled-friendly restrooms, ramps, wheelchair facilities, Braille signage, and monument models based on CPWD Guidelines
- ❖ Cleanliness of site/Swachh Monument (Cleanliness of the Monument, including complete polythene ban)
- ❖ Baby care rooms ❖ Illumination (interior & exterior)
- ❖ Signage (Information and Directional Signages)
- ❖ Benches ❖ Dustbins ❖ Cloakroom ❖ Wi-Fi
- ❖ Basic surveillance system (such as bullet CCTV cameras)
- ❖ App based Multilingual Audio-Guide
- ❖ Point of Sale Terminal (PoS) machines at the ticketing counters to promote cashless transactions

Advanced Amenities

Advanced amenities shall be planned as per the identified financial feasibility of proposed interventions. The indicative tourist footfall and list of advanced amenities may be as follows:

- ❖ Ready to Eat Snacks and Drinks Counter
- ❖ Facilitation of night visits to heritage monuments under adaptive use within permissible guidelines of the nodal department (ASI, state government, etc. heritage bylaws)
- ❖ Advanced surveillance system (like PTZ-based CCTV cameras)
- ❖ Tourist Facilitation and Interpretation Centre (Tourist Multi-Purpose Centre) with facilities like museums, souvenir shops promoting local art and craftsmanship, cloakrooms, toilets, drinking water, money exchange, etc.





- ❖ Technology-based interpretation techniques (augmented reality, virtual reality, mixed reality, etc.)
- ❖ Digital Interactive Kiosk, Digital (LED) screening
- ❖ Sound and Light Show
- ❖ Cultural shows
- ❖ Battery-operated vehicles or golf carts
- ❖ Advanced tourist flow management system linked with carrying capacity of the monument

Conservation Works

Conservation works may be undertaken at the monument site based on the findings of the existing situation analysis/need gap analysis done by the Smaraka Mitra. The execution of conservation works shall be executed under the supervision and guidance of DAMH and applicable Nodal Department(s).

The Smaraka Mitra shall refer to the Handbook of Conservation of Heritage Buildings (latest version as applicable) published by the Directorate General, Central Public Works Department, Government of India.

The following shall be kept in mind when approaching heritage conservation works at the Monument site:

- ❖ Encourage indigenous practices to conserve the necessary heritage buildings.
- ❖ For buildings and sites protected by DAMH and other government or non-government agencies, only the official and legal instruments of conservation and internationally accepted principles should be adopted.
- ❖ All the permissions, depending on the grade level of the concerned heritage structure, should be carefully studied and obtained from the right authorities.
- ❖ Model building bye-laws specific to heritage buildings, heritage precincts, and natural feature areas should be followed, and necessary permissions shall be sought from the applicable authority.
- ❖ The Ancient Monuments and Archaeological Sites and Remains Act and any other relevant acts, rules, guidelines, or notifications shall be studied, and all relevant clauses shall be highlighted to the Nodal Department(s) so that necessary permissions can be obtained for any of the proposed works.



Smaraka Mitra

Applicants who are selected for the conservation, development of tourist basic and advanced amenities and maintenance of the monument under the Adopt a Monument scheme are called "Smaraka Mitra."

Prepare the vision, strategy, and detailed plan for revamp and maintenance for all the monument sites that they plan to adopt.

- ❖ Carry out need gap analysis in each of the monument sites that they are taking up for adoption.
- ❖ Get the necessary approvals, clearances, NOCs, etc. with the guidance of the Monument Committee for Monument Adoption.
- ❖ Do the entire end-to-end work of creating assets and services of the required levels and standards as per the approved vision, proposal, and MoU.
- ❖ Carry out operations and maintenance (O&M) of the assets and services created.
- ❖ Provide feedback in a periodic manner towards improvement of service delivery.
- ❖ Submit monthly progress and service delivery reports on activities.

The prescribed eligibility criteria for Adoption of Monuments are:

A Company or Firm or Limited Liability Partnership concern (LLP) or a Partnership Firm, interested Societies or Cooperative Societies, Trusts or Non-Governmental Organisations or interested individuals are eligible to be empanelled as 'Smaraka Mitras' to adopt Ancient Monuments and Archaeological sites and remains, Heritage buildings and Heritage areas across Karnataka for conservation, preservation, restoration and annual maintenance, development of tourist basic and advance amenities under their corporate social responsibility (CSR) programme as per the stipulated guidelines or terms and conditions set forth by the Government of Karnataka and issued thereon from time to time by the way of Notification under the scheme of Adopt a Monument".

Any company, organization, partnership firm, or Limited Liability Partnership (LLP) organization must meet these prescriptive criteria to qualify as a Smaraka Mitra.

- ❖ The applicant must be a company, a Limited Liability Partnership (LLP), or a partnership firm registered under the laws of India.



- ❖ Applicants must have a strong financial position and a statutory certified certificate from the auditor on the applicant's financial status for the last five years in accordance with the amount of the adoption plan expenditure.
- ❖ Submission of information about CSR efforts carried out throughout the last five years.
- ❖ The eligibility criteria shall be decided on a case-to-case basis for each monument to ensure participation from suitable applicants.



Non-Governmental Organizations (NGOs and Trusts) are currently allowed to participate in this scheme by providing the following supporting documents:



- ❖ Registration of Deed of Trust Certificate under the Karnataka Societies Registration Act, 1960 (KSR Act 17 of 1960)
- ❖ Byelaw Copy
- ❖ Foreign Contribution Regulation Act, 2010 (Foreign Contribution Regulation Act, 2010) (Foreign donations only).
- ❖ A statutory certified certificate from the auditor on the financial position of the applicant for the last three financial years.

- ❖ Self-attested copy of PAN card.
- ❖ Self-attested copy of Aadhaar card.
- ❖ Self-attested copy of GST registration.
- ❖ Complete information about the projects, if any, undertaken by the applicant under Social Responsibility in the last three years. (Work order, MoU / Memorandum of Understanding, Contract, Purchase Order, License / Concession, Completion Certificate, Certificate of satisfactory performance, Auditor's Certificate for expenditure incurred on the project / initiative.



The individual(s)

- ❖ Self-attested copy of the PAN card.
- ❖ A self-attested copy of the Aadhaar card.
- ❖ Self-attested copy of GST registration (if required)
- ❖ A statutory certified certificate on the applicant's financial status for the previous five financial years.
- ❖ Applicants may provide information about how such projects were carried out in the last five years. (Work order, memorandum of understanding, contract, purchase order, license/cession, certificate of completion of work, certificate of good performance, and auditor's certificate for expenditure incurred on the project/initiative.
- ❖ A copy of the affidavit of power of attorney executed on behalf of the applicant's authorized signatory, or the directive decree authorizing the authorized signatory. (To be submitted following selection.)

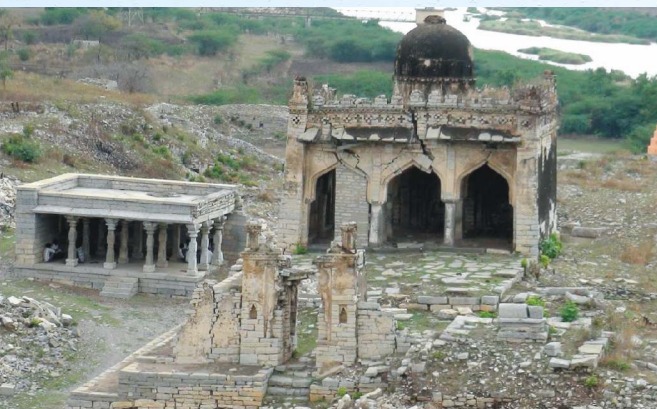


Memorandum of Understanding

After the approval of the application in the Monument Committee for Conservation, providing basic and advanced amenities and maintenance of the monuments, the Memorandum of Understanding (MoU) would be signed under this scheme. The MoU (template copy at Guidelines Annexure C) would also detail timelines for implementation of the project.



There shall also be a provision to add or modify the MoU through an addendum. Corrigendum/Amendment based on new requirements on agreement from all the parties to the MoU. A separate MoU shall be signed for any semi-commercial activities proposed in the monument.



DETAIL PROJECT REPORT

After the signing of the MoU, the Smaraka Mitra is required to prepare a detailed project report (DPR) for the project within a fixed period, which shall be defined in the signed MoU (determined as per the complexity of the site).

The DPR should have the following information:

- ❖ Details on design, drawings, materials, number and location map, and detailed cost estimates for installation of each component, including conservation works post-discussion and finalization with the Nodal Department(s).
- ❖ Financial estimates for each component, which shall include capital investment and investment required for operation and maintenance for the five-year period.
- ❖ The Smaraka Mitra must prepare the plan for all the conservation, basic and advanced amenities agreed to in one go or in parts for basic and advanced components as per timelines for implementation.
- ❖ The Smaraka Mitra needs to submit the plan to the Nodal Department(s) for approval. For the preparation of the DPR for the Smaraka Mitra, it is required to follow the procedure given below.
- ❖ The Smaraka Mitra shall be allowed to commence work on execution of amenities at the site under the project only after approval of the DPR by the Department of Archaeology, Museums, and Heritage with the Nodal Department(s).
- ❖ Smaraka Mitras are required to meet with respective local site officials of the Nodal Department(s) before initiating the process of execution of works. The purpose is to apprise the local officer about the project and its objective as well as to ascertain relevant guidelines, designs, material to be used, etc. for execution of amenities as defined in the awarded MoU.
- ❖ Post their meeting and discussion with the respective local officer of the Nodal Department, the Smaraka Mitras will prepare and submit the DPR (hard + soft copy) at their office, with a copy to the DAMH and the Nodal Department, for required approval.
- ❖ Smaraka Mitras are required to get all the necessary approvals in writing from the respective Nodal Department(s) before commencing any work at the site. The Smaraka Mitras are also required to document all communication, discussion, etc. with the respective Nodal Department of their site(s) under the project.
- ❖ The Smaraka Mitra may refer to the service level guidelines for proposed amenities and facilities for preparation of their bid for revamp and maintenance and should be in confirmation with the heritage and other bye laws of respective monument sites. At any conflicting juncture, heritage and other bye laws will supersede asset service level guidelines.

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