

PROCEEDINGS OF THE GOVERNMENT OF KARNATAKA

Subject: Approval to initiate Programme for Adoption of Tourist Destination in collaboration with Corporates.

Read: File No. Pra E /Yo-2/226/2013-14 of Director of Tourism Department.

PREAMBLE:

In the budget speech of 2014-15 Hon'ble Chief Minister has announced the adoption of tourist destination/circuits programme in collaboration with Corporates.

2. The Director of Tourism has reported that Government of India launched "Campaign Clean India" programme and also took up a major social awareness, media campaign under the brand 'Athithidevobhava'. by involving public and private stakeholders as part of their Corporate Social Responsibility. India Tourism Development Corporation (ITDC) adopted Qutab Minar, New Delhi as a pilot project under Campaign Clean India. ONGC also expressed their willingness to adopt the major monuments under CSR such as Taj Mahal at Agra, Ellora caves. in Maharashtra, Elephant caves in Maharashtra, Red Fort in Delhi, Golkonda Fort Hyderabad Mahabalipuram.

3. Karnataka aptly called as "One State Many Worlds" is the only state that offers all types of experience to any tourists, be it heritage, beaches, pilgrims, adventure, wild life etc., It is home to two world heritage sites at Hampi and Pattadakallu and several equally important heritage sites throughout Karnataka. Department of Tourism is mandated to provide basic tourism infrastructure, undertake promotion and publicity of tourist destinations and encourage private investment in tourism sector. The Department has identified nearly 319 tourist destinations across the State where tourist facilities need to be provided/expanded or upgraded. However, there are challenges faced by the Department in undertaking developmental works as these tourist destinations are either owned or regulated by Archaeology Survey of India, State Archaeology, Horticulture, Water Resources Department, Muzarai institutions, Mysore Palace Board etc.,

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4 In order to ensure better experience to the tourists in Karnataka, proper facilities such as basic amenities, signages, interpretation centres, tourist friendly vehicles, proper guides etc., are required at these tourist destinations. The Department has initially identified 46 destinations for providing such facilities by the Corporate Sector. The list is not an exhaustive one and corporates/PSUs can suggest any destination they want to adopt. The list of destinations is enclosed at Annexure-I

5. Director of Tourism has proposed a Committee to examine and approve the proposals received from the Corporate Sector as under:

- a. Committee shall approve the proposal submitted by the Corporate entity/PSUs should include the activities that are proposed along with their feasibility and budget outlay.
- b. Committee shall ensure if any approval is required from various authorities, the committee shall fix the timelines for obtaining the same.
- c. Committee can identify other tourist destinations for adoption in addition to the 46 destination indicated in the Annexure-I.
- d. Committee can discuss and decide any other issues concerning the facilities and infrastructure to be provided to the tourist destination.

6. Under this programme, Corporates will finance the activities, operations and maintain the facilities on their own rather than transferring the funds to any Government body/department. Corporate willing to adopt such tourist destination will also ensure adequate funding is provided to improve and maintain the facilities for a minimum period of 5 years.

7. Duration of adoption would be for a period of 5 years after signing MoU with the Nodal Department and Department of Tourism. The MoU will be renewed for period of another 5 years if it is mutually agreed between the parties. An independent evaluator appointed by the Director of Tourism will periodically evaluate the implementation of the programme.

8. Joint Director (PMU) of Directorate of Tourism will be the Nodal Officer to oversee the adoption programme. Wherever tourist destinations and monuments either belonging to Archaeological Survey of India or

require regulatory consent, in such cases due approvals shall be obtained from the concerned authority through joint efforts of Tourism Department.

9. Accordingly, the Director of Tourism has solicited the approval of the Government to launch a Programme for Adoption of Tourist Destination in collaboration with Corporates for the 46 tourist destinations /circuits as mentioned in Annexure-I

After detailed examination of the proposal Government is pleased to issue the following order:

Government Order No. TD 98 TTT 2014 Bangalore, Dated: 16-09-2014.

In the circumstances explained above approval of the Government is accorded for adoption of identified 46 tourist destinations /circuits or part there of as detailed in Annexure-I with the initiatives/activities envisaged under this programme and the mechanism for adoption as per Annexure-II and Annexure-III respectively, with the following conditions.

- 1) The adoption programme will endeavor to create tourist facilities etc., as given in the Annexure-II including the maintenance thereof.
- 2) The duration of the adoption is 5 years and further extended by 5 years.
- 3) Corporates under CSR programme shall earmark the funds separately for implementation and maintenance of programme and financial and physical progress of the programme shall be reported to the Director of Tourism.

To examine and approve the proposals, Government is pleased to constitute a Project Implementation Committee with the following members.

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| 1. Minister for Tourism | - Chairman |
| 2. Additional Chief Secretary to Government
Tourism Department | - Member |
| 3. Additional Chief Secretary to Government
Commerce & Industry Department | - Member |
| 4. Additional Chief Secretary to Government,
Forest, Ecology and Environment Department. | - Member |
| 5. Principal Secretary to Government, Finance Dept. | - Member |

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|---|------------|
| 6. Principal Secretary to Government,
Kannada & Culture, Information Department. | - Member |
| 7. Director, Archaeological Survey of India, GOI | - Member |
| 8. Principal Chief Conservator of Forest,
Forest Department. | - Member |
| 9. Director, Commerce & Industry Department | - Member |
| 10. Director, Kannada & Culture Dept. | - Member |
| 11. Commissioner, Archaeology, Museums and
Heritage Department | - Member |
| 12. Invitees – as desired by the Committee | |
| 13. Director, Tourism Department | - convener |

The above Committee is constituted to –

- Approve the proposals received from the corporate sector.
- Include any other tourist destinations, if required.
- Solicit and ensure any approvals and consent required by various authorities.
- Co-opt members and stakeholders whose consent or expertise is required for approval of the project.
- Take any other decision to facilitate implementation of the programme.

By Order and in the name of
Governor of Karnataka

[Mohan. K]

Under Secretary to Government
Tourism Department

To:

The compiler, Karnataka Gazette, Bangalore - to publish in the next
Gazette.

Copy to:

- The Accountant General, (A & E), Karnataka, Bangalore.
- The Additional Chief Secretary to Government, Commerce and Industry
Department.

3. The Additional Chief Secretary to Government, Forest, Ecology & Environment Department.
4. The Principal Secretary to Government, Finance Department.
5. The Principal Secretary to Government, Kannada, Culture and Information Department.
6. The Principal Secretary to Government, Revenue Department.
7. The Principal Secretary to Government, Water Resource Department.
8. The Principal Secretary to Government, Horticulture Department.
9. The Commissioner for Industrial Development and Director for Industries and Commerce.
10. The Director, Archaeological Survey of India, Government of India.
11. The Principal Chief Conservator of Forest, Forest Department.
12. The Director, Tourism Department, Khanija Bhavan, Bangalore.
13. The Director, Kannada and Culture Department.
14. The Commissioner, Archaeology, Museum, and Heritage Department.
15. The Managing Director, KSTDC, Khanija Bhavan, Bangalore.
16. The Managing Director, JLR., Khanija Bhavan, Bangalore.
17. The Personal Secretary to the Chief Secretary, (Cabinet Section) Vidhana Soudha, (Subject No. C-472/2014)
18. The PS to Hon'ble Minister for Higher Education and Tourism Department.
19. The PS to Additional Chief Secretary to Government, Tourism Department.
20. The PA to Joint Secretary to Government, Tourism Department.
21. SGF/Spare Copy.

Annexure-I

To Government Order No. TD 98 TTT 2014 Dated:16-09-2014

List of Tourist destinations under Adoption Programme

Sl no.	District	Taluk	Tourist Destination	
1.	Bagalkot	Badami	1.	Badami
			2.	Pattadkal
			3.	Banashankari
			4.	Mahakoota
		Hungund	5.	Aihole
2.	Bangalore Urban	Bangalore	6.	Venkatappa Art Gallery
			7.	Aquarium near Cubbon Park
			8.	Lalbagh
			9.	Tippu Palace Fort
			10.	Vishveshwaraiah Museum
			11.	Freedom Park
		Bangalore South	12.	Muthyalamaduvu
			13.	Bannerghatta
3.	Bangalore Rural	Nelamangala	14.	Shivagange
4.	Belgaum	Bailahongala	15.	Kittur
5.	Bellary	Hospet	16.	Hampi
			17.	Tungabhadra Dam
6.	Bidar	Bidar	18.	Bidar Fort
7.	Bijapur	Bijapur	19.	Golgumbaz & other Destinations
8.	Chikkaballapura	Chikkaballapura	20.	Nandi hills
			21.	Tippu's Birth Place Bhoganandishwara
9.	Chikmagalur	Tarikere	22.	Kemmannugundi
10.	Chitradurga	Hiriyur	23.	Vanivilas Sagar
11.	Davangere	Channagiri	24.	Shanthisagar
12.	Gadag	Gadag	25.	Lakkundi
13.	Hassan	Belur	26.	Belur
			27.	Halebidu
		Channarayapatna	28.	Shravanabelagola
14.	Kodagu	Madikeri	29.	Raja Seat
			30.	Abbey Falls
15.	Koppal	Gangavathi	31.	Anegundi
16.	Mandya	Maddur	32.	Kokkarebellur
		Srirangapatna	33.	Srirangapatna
			34.	Brindavan Gardens
			35.	Ranganathittu
			36.	Balmuri Falls/Sangam
17.	Mysore	T.Narasipura	37.	Talkad
			38.	Somanathpur
		Nanjangud	39.	Nanjangud
18.	Raichur	Raichur	40.	Raichur Fort
19.	Ramanagara	Kanakapura	41.	Mekedatu
20.	Shimoga	Sagar	42.	Jog falls
21.	Udupi	-	43.	Malpe Beach
			44.	St. Mary's Island
22.	Uttara Kannada	-	45.	Tagore Beach
			46.	Murudeshwara

[Mohan K.]

Under Secretary to Govt.
Tourism Dept.

Annexure II**To Government Order No.TD 98 TTT 2014 dt: 16-09-2014****The initiatives/activities envisaged under this programme**

1. Providing and maintaining the facilities in and round the destination such as clean toilets, cleanliness, souvenir shops, food courts.
2. Training of guides on historical/cultural importance of the place.
3. Upgrading any existing interpretation centres/museums.
4. Providing signages, mobile applications, audio guides in different languages.
5. Providing electric cars for senior citizens and maintain them.
6. Illumination of monuments.
7. Refurbishing the toilets, implementing Solid Waste Management practice.
8. Rejuvenating any water bodies.
9. Conservation and restoration of monuments (with the approval of ASI/SAD)

The above list is illustrative and activities that are to be undertaken would depend on a case to case basis and to be approved by the Committee.


[Mohan. K]

Under Secretary to Government
Tourism Department



Annexure-III

To Government Order No.TD 98 TTT 2014 dt: 16-09-2014

Mechanism for adoption of programme:

1. The destinations that are shortlisted by the Department will be presented to the corporates/public undertakings and seek their support in adoption and maintenance of these destinations. This would be popularized either by one to one meeting with Corporates or by having road shows.
2. Any corporate entity/PSU interested in adopting the destinations/monuments and improving the facilities will need to submit a proposal to the department as part of their CSR. Joint inspection would be conducted by Joint Director (PMU) the Nodal Officer of the department and the nominated member of the Corporate entity /PSU
3. All cooperation and assistance would be provided to the corporate entity who intend to adopt/upgrade and/or maintain any destination by the Department of Tourism including museums, aquariums, parks, water bodies lakes etc., subject to the consent of the parent/Horticulture Department.
4. In order to facilitate speedy approvals and adoption programme, a Project Implementation committee will be set up to approval the proposals of such CSR initiatives. The Committee will be headed by Hon'ble Tourism Minister and involve all the stakeholders from various departments pertaining to that destinations such as ASI, State Archeology, Kannada and Culture, Horticulture, Forest, Water Resources, Urban Development Department/RD&PR, Mularai institutions, Revenue Department. The Committee also can co-opt any other department/board if the destination is owned or tourist destination owned by particular agency/department/board.
5. All necessary approvals compliance with regulation, archeology and heritage norms, necessary safe guards in carrying out these initiatives shall be the responsibility of the respective department to whom these destinations/monuments belong.



[Mohan. K]

Under Secretary to Government
Tourism Department

