1. Apni Dharohar Apni Pehchan Project will ensure better upkeep of monuments and boost tourism. Analyze. (250 words)

Answer:

Background:-

- According to Global Financial Integrity illegal trade in paintings, sculptures, and other artefacts is one of the world's most lucrative criminal enterprises, estimated at $6 billion a year.
- India has been witnessing theft from State-protected monuments and museums over the years so this brings to the fore the fraught issue of pilferage and smuggling of art treasures from Indian shores. This brings on to the forefront the significance of conserving heritage.

Apni darohar apni pehchan project:-

- Adopt a heritage: Apni Dharohar, Apni Pehchaan is a collaborative effort among the tourism ministry, culture ministry, Archaeological Survey of India (ASI), states and union territories.
- It aims to involve companies 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.
- Monument mitras are picked through a 'vision bidding' process in which those with the best plan for the heritage sites are chosen.
    - It is part of responsible tourism where the 'Monument Mitra' essentially spends his CSR funds for upkeep and maintenance etc., and gets limited visibility.
- The project primarily focusses on providing basic amenities that includes cleanliness, public conveniences, drinking water, ease of access for differently abled and senior citizens, standardized signage.
- 'The Adopt a Heritage' is essentially a non-revenue generating project

Significance of this project:-

- **Tourism:-**
    - Adopt a Heritage project is meant to address the challenges that the Archaeological Survey of India and other government bodies are facing in operating tourism infrastructure at heritage sites.
    - By allowing private players to build, operate and maintain "tourist-friendly" and "world class amenities at these sites, the expectation is that the project will boost domestic and international tourism.
- **Preserving monuments:-**
    - Aga khan trust success on Humayun's Tomb led to restoration of large number of adjoining monuments

- IT giant Infosys Ltd is also involved in restore monuments and organizing cultural shows in south India. In 2016, Infosys Foundation restored Somanatheswara temple complex in Karnataka's Lakshmeshwara and around Rs 5 crore were spent over last four years.
- Even in many countries conservation has improved when private entities were involved.

Concerns:-

- Experts believe the government needs to tread with extreme caution as monuments can be exploited in this manner
- Private companies are concerned about their revenues, and they don't know much about conservation work. So the responsibility of the state increases in terms of supervising these companies closely.

Way forward:-

- Every school must have age-group heritage clubs which will look at the built, natural and cultural of heritage of the district it is in through lectures, field trips and exhibitions.
- Humanities must be a compulsory subject in undergraduate education
- Research into and documentation of lost or vanishing heritage (particularly into building materials, techniques etc.) and of the State's historical past must be encouraged in higher educational institutions through liberal funding.

Conclusion:-

- Instead of allowing continued defacing and desecration of Indian heritage, one should encourage the Monument Mitra Programme and hope more and more companies come forward to save and salvage our collective national inheritance.

PRACTICE QUESTIONS

Answer the following Questions

1. Critically examine whether the provisions of draft national telecom policy resemble a wishlist without addressing the key issues plaguing the telecom sector? (250 words)
2. The provisions of Agreement on Agriculture relating to subsidies are impractical for developing countries particularly India. Examine (250 words)