

Adopt a Heritage Scheme: A CSR Initiative for Preserving our Past Glories to Future

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Adopt a Heritage Scheme: A CSR Initiative for Preserving our Past Glories to Future

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ABSTRACT

Purpose: *India has a wealth of cultural architectural heritage that must be incorporated into the mainstream development process. The growing economy necessitates a strong corporate presence, and the social responsibility programmes of these corporations provide the opportunity for engagement with the cultural heritage sector, aimed at sustainable development, and thus preserving and promoting our country's cultural heritage. The primary goal of this research is to preserve and improve world-class amenities and visitor infrastructure. Including both basic public utilities and advanced amenities such as a secure environment, ease of access, quality of community life, hygiene, luminance, and night displaying establishments for an all-inclusive visitor experience, resulting in increased footfall from both foreign and domestic visitors.*

Methodology/ Design: *In this research article, secondary sources of information from websites, and academic research papers on the research topic are used. The purpose of this research was to contextualise and strengthen the connection between Indian traditional art and historical monuments. It aims to involve both public and private organisations, as well as corporate citizens/individuals, in taking on the obligation of attempting to make cultural history and tourism more sustainable by developing, operating, and preserving outstanding tourism architecture and facilities at ASI/state In India, there are inheritance locations and other essential tourist attractions.*

Findings: *In collaboration with the Ministry of Culture, the Department of archaeology Survey of India, state and UT governments, and private and public sector corporate entities, among others, the Tourism Department wants to develop, enhance, and maintain facilities at historic monuments, heritage landmarks, and tourist areas. This is carried out to make the architecture more visitor and to boost the site's tourist attraction by continuously improving the visitor experiences. Public and private sector organisations, for example, can participate in the construction process by submitting a proposal for embracing intangible cultural sites based on their interest and viability within the project timeline. Under this project, Companies in the private and public sectors, trusts, non-governmental organisations, and individuals are all eligible to adopt a historic property. The full implementation of this involvement, nevertheless, is based on their assessment of their proposal and other criteria specified in the time schedule.*

Originality/Value: *This review finds that work done for society may benefit the corporate world, and initiatives in this area may increase the value.*

Paper Type: Research article

Keywords: Indian culture, Historical monuments, Heritage, Culture, SWOC analysis

1. INTRODUCTION :

Over many centuries, businesses in the West have been involved in community-improvement initiatives. This culture has caused private firms to look beyond their immediate spending obligations

and broaden their perspectives in a variety of ways [1]. As a result, defining the context and effectively implementing CSR for an institution is critical. CSR is a broad spectrum of company behavior that encompasses both stakeholder and shareholder interests. It's a type of management idea. CSR is commonly thought of as a strategic plan for a company to accomplish a goal, wherein enterprises shape environmental and social issues into their operational processes and interrelations with clients. It is necessary to achieve a balance between economic, ecologic, and social responsiveness [2]. Companies all over the world have been engaging in CSR activities in accordance with established norms, in pursuit of the community-giving policy [3]. most businesses are engaging in initiatives that go beyond their financial interests in accordance with the CSR framework developed by the Companies Act 2013 [4]. India was among the first to require large profit-making corporations to participate in CSR activities [5]. In all other countries, CSR activities are entirely voluntary, and companies are not required to disclose them. Furthermore, CSR became permanent law in India in 2015, and companies have repeatedly tried to participate a substantial portion of their incomes in CSR practices since then, whether in the environment and sustainable development or in areas such as sanitation, women's rights, and regional development [6]. In the Indian context, substantial CSR expenditure has been decided in the zones of poverty eradication, Education, developing skills, environmental sustainability, and regional development are all priorities [7]. Significant CSR investment has been decided in the Indian context in the areas of poverty eradication, education, skill development, environmental sustainability, and rural development [8]. Despite the fact that some previous projects were designed to promote heritage and culture, this has been an overlooked aspect [9]. The purpose of this research is to study the potential of corporate sustainability on financial assets in helping to promote Indian cultural heritage, specifically intangible heritage [10]. Since antiquity, India has had a very rich and distinct cultural heritage. [11]. Throughout the country, there are numerous ancient temples, rock-cut caves, palaces, forts, and dilapidated structures of great historical significance [12]. These tangible heritage objects are extremely valuable at the local, regional, and national levels [13]. As a result, heritage can be defined as anything that a person wishes to keep or collect for upcoming generations [14]. Heritage objects can be both tangible and intangible, such as verbal art manifestations, commemorations, ritual practices, culture, and so on that are precise to an area or a community [15]. In accordance with the Protocol on the Safeguard of Civilization's Natural and Cultural Heritage of UNESCO, the need for cultural heritage conservation and protection should be acknowledged in order to safeguard future generations of living beings [16]. "Considering that the degradation or obliteration of any item of cultural or natural heritage represents a harmful economic hardship of all nations' heritage," the convention states [17]. To handle this unique culture, classically educated management professionals' knowledge and skills, as well as informal and conventional management of such resources, are required [18].

2. RELATED WORKS :

The rapid growth of structural transformation in the development of a country such as India demonstrates the reputation of CSR activities in improving the public and the environment through invested capital in specific sectors. Previous CSR research has concluded that today's entrepreneurs should be far more concerned with CSR practices a systematic review on the available literature is conducted from Goole Scholar search engine between the published journals between 2013- 2023 with the help of keywords such as 'Social Development', 'Business sustainability', 'Sustainable growth', 'Financial implication', 'Heritage and culture', 'Ethical responsibility', 'Heritage traditions', 'Increasing profitability', 'Economic development', 'Growth in CSR initiatives', The analysis over the literature review is provided in table 1 based on respective keywords [19].

Table 1: Contribution of various scholars to CSR activities and government involvement in CSR activities involving cultural heritage.

S. No.	Focus/Area	Contribution	References
1	Societal Development	A Closer Look at Corporate Responsibility in India has focused on the theme of CSR as it has evolved in recent years from Simple non-profit attempts to align the company's interests with those of the communities where it conducts	Srisuphaolarn, (2013). [20]

		business. In this paper, they tried to emphasize objective assessments of CSR and relevant business practices with moral standards adopted by large business houses in India.	
2	Business sustainability	According to the author of Corporate Responsibility: A Guidebook for Business, ensuring sustainable, just, and inclusive growth will be one of civilization's greatest challenges this couple of centuries. Natural systems and global standards protecting core social and environmental values must be treated with respect if current and future generations necessities are to be met. In this context, it is evident that the private sector's role is critical. It is in the interest of business, as a member of society, to contribute to the resolution of common problems. Businesses can thrive strategically only if the societies and ecosystem functions in which they operate are healthy.	Bansal, et al., (2014). [21]
3	Sustainable growth	He writes in his edition that "a robust and flourishing growth sector is central to India's quest for equitable, inclusive, and sustainable growth." India's progress in the past few centuries industry has grown significantly, and it is now experiencing unprecedented interest and activity. (Corporate responsibility) has been lawfully added to the suite of tools of Indian corporate boards as a result of the Companies Act of 2013. The business community has reacted favourably to the government's reform initiative, with significant interest in both the private and public sectors, as well as Indian and multinational corporations.	Chazireni, et al., (2019). [22]
4	Financial implications	A Corporate Responsibility Preliminary Investigation The economic argument for CSR, according to the 'Review of Concepts, Research, and Practice, refers to assertions that provide a reasonable basis for CSR initiatives from a primarily corporate financial standpoint. According to business rebuttals, the market will reward firms that engage in socially responsible activities economically and financially. When CSR initiatives produce clear and immediate links to firm financial performance, a simplified concentrate on the economic justification validates them.	Cho et al., (2019). [23]
5	Heritage and Culture	The study of the cultural evolution of linguistic heritage and other ethnic backgrounds are offered in a variety of configurations, including ancient texts, palm leaves, cotton, silk, wood, bamboo, and copper plates, as well as a cultural legacy of artistic heritage, linguistic cultural history, and documented heritage. true knowledge in India, in addition to	Chi, et al., (2019) [24]

		advancements of the Government of India's National Mission on Manuscripts (NMM).	
6	Ethical responsibility	CSR is involved with having to treat the firm's internal and external stakeholders morally or socially conscious manner, with corporate social obligation as the ambitious target is to raise living standards while maintaining the company's sales and profits for its stakeholders.	Carroll, (2021). [25]
7	Heritage traditions	Perhaps the excessive effects of profit-driven market economy, mass-produced packaged commodities, and the dominance of science have caused people to approach the conundrums associated with modernity with the coming around of the wheel, now people look at heritage traditions with greater interest and respect in this age of globalisation, where many feel the loss of their roots even while enjoying the benefits of market heritage has multi-layered meaning functions significance.	Uduji, et al., (2021). [26]
8	Increasing profitability	In industries characterized by a disconnect between profit-making and community involvement, or where there is lack of agreement over fairness issues, Good corporate governance is an important part of corporate strategic approach. Companies can play a crucial role in CSR by producing social goods for their communities across a wide range of social sectors. According to him, a CSR programme can be a profitable component of corporate goals. by trying to lower risk, constructing brand equity, improving relationships with regulators, lowering the cost of capital, improving human relations and employee productivity, and maintaining critical long-term profitability relationships.	Zieliński, (2021). [27]
9	Economic development	The 2013 Company Acts will result in a significant regulatory push for CSR activities, which will be compulsory by law for all Indian companies. So, it's good for the economy, but how do shareholders weigh it when evaluating a company? The writer suggests a framework for venture capitalists to use to properly assess Organizations' Collaborators are assessed utilising four key criteria: truthfulness, strategic alignment, performance, and effectiveness. and accountability.	Li., & Chang, (2022). [28]
10	Growth in CSR initiatives	To achieve a competitive advantage and to profitability in a liberalised world, companies should be proactive in adopting corporate policies and taking the initiative to implement them in their businesses. He emphasises that the government wants corporations to be more	Danso, et al., (2022). [29]

		accountable for the country's economic development, and that the growth of CSR will result in the transition of the agrarian economy to the path of industrialization. He attempted to claim that CSR gives Indian companies and other stakeholders' important information about their growth and celebrity status opportunities.	
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3. RESEARCH GAP :

This article is focusing on adopting a heritage scheme and corporations, adopting a historical monument as a CSR activity. The scheme aim is to boost public and private sector companies, Monument Mitras are corporate citizens, non-governmental institutions, individual citizens, and other stakeholders who take on the responsibility of developing and upgrading basic and advanced tourist accommodations at these social bookmarking sites on their interest and feasibility in terms of a customer service agent optimal portfolio. They'd also be responsible of its maintenance and implementation.

4. RESEARCH AGENDA :

Adopt a Heritage Scheme aims to preserve Indian traditional art and ancient landmarks by conceptualising the procedure and increasing the connection with society. It seeks to engage public and private sector organisations, as well as corporate citizens/individuals, in taking on the obligation to make historical legacy and tourism more financially viable through the advancement, operation, and preservation of world travel and tourism facilities and infrastructure at ASI/state historic monuments and other important tourist attractions in India.

5. OBJECTIVES OF THE STUDY :

- (1) To understand the organization's CSR initiatives for preserving historical monuments.
- (2) To examine the nature and importance of the scheme 'adopt a heritage'.
- (3) To assess information on adopting a heritage scheme.
- (4) To analyse SWOC analysis of companies' CSR execution in adopting a heritage scheme.
- (5) To suggest various effective measures for future development and maintain historical monuments in India.

6. RESEARCH METHODOLOGY :

The persistence of this research is to look into the various effects of the 'Adopt a Heritage' programme. The research methodology is an important aspect of the study. The study design benefits the investigator because it assists in the discovery of study-related methods, methods, and problems, as well as the research approach that directs the researcher in many areas of the study. The study is conceptual in nature and is primarily grounded in a broad review. It begins to fall into the classifications of descriptive, experimental studies, and research design in order to incorporate numerous research components in a responsive manner based on secondary data sources. The present study relied on secondary data collection methods the researcher gathered potential future data from previous studies, websites, and published journals using secondary information

6.1 About the scheme 'Adopt a heritage scheme':

The Government of The Indian Ministry of Tourism has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project, a collaboration between the Ministry of Tourism, the Archaeological Survey of India, and state/UT governments to promote tourism accommodations at heritage/tourist sites across India in a scheduled and made obsolete manner. to make them tourist friendly. This proposal aims to motivate public and private sector companies, organisational citizens, non-governmental institutions, individual citizens, and other participants are motivated to become 'Monument Mitras,' attempting to take on the accountability of creating and improving basic and advanced visitor accommodations at these programs based on their involvement and survivability in terms of a CSR-compliant efficient portfolios. Participants would also be in charge of its operation and maintenance [30].

In responding to media reports about the Tourism Ministry clarified the adoption of a Heritage Scheme. “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” is a joint effort of the Ministries of Tourism and Culture, the Archaeological Survey of India, and state/UT governments. The scheme’s goal is to foster collaboration among all associates in order to efficiently encourage “responsible tourism” [31].

It aims to engage both government and private businesses, as well as organisational people, in charge of making our heritage and tourism more sustainable by developing, operating, and maintaining global tourism transportation system and accommodations at ASI/State heritage sites and other essential tourist attractions in India [31]

They might have been assigned as "Monument Mitras" under the revolutionary idea of "Vision Bidding," in which the organisation with the highest upside for the historic site would've been given the chance to link pride to Socially responsible activities. They would also have limited access to the Incredible India website and facilities. The objective is to enhance the visitors experience and put on the global map, unbelievable historic monuments [31]

The initiative prioritises basic amenities such as hygiene, quality of community life, drinkable water, accessibility for developmentally disabled and Senior citizens, highly standardized signage, illumination, and advanced amenities such as a surveillance system, night viewing infrastructure, and a tourism enablement centre are all available and an enhanced tourism knowledge, which will result in increased domestic and international tourist attendances [31].

6.2 The following are the Program's priority areas:

- Creating fundamental tourism infrastructure.
- Publicizing the country’s cultural and heritage values in order to produce income in the acknowledged areas.
- Creating world-class infrastructure at historic and cultural monument locations to increase the appeal of tourism destinations in a sustainable manner.
- Boosting the economy through active community participation.
- Making the most of travel's potential for employment creation and economic advancement.
- Long-term tourism substructure development, operation, and maintenance.

The proposal has been well received, with organizations interested in carrying out it ranging from public and private industry/individuals, but also schools and legal firms. The project has so far authorised 31 agencies (known as Monument Mitras) to adopt a total of 95 monuments/tourist sites located throughout India.

Multiple Memorandums of Understanding have been signed so far between the Ministry of Tourism, Adventure Tour Operators Association of India (ATOAI), and the Government of Jammu and Kashmir for Mt. Stok Kangri, Ladakh, J & K, and the Ministry of Tourism, Adventure Tour Operators Association of India (ATOAI), Uttarakhand Government for the Trail to Gaumukh in Uttarakhand, as well as between the Ministry of Tourism, Ministry of Culture, Archa.

The signed ‘Red Fort’ Protocol of Contract is ‘exclusively’ for the development, operation, and maintenance of tourism amenities in and around Red Fort. It envisions ‘restricted access to non-core areas’ and ‘no landmark handover’.

6.3 How to be a monument mitra?



Fig. 1: To be a monument mitra.

Source: Ministry of tourism [33]

‘Adopt a Heritage’ is referred to as a charitable project. It is a type of responsible tourism in which the ‘Monument Mitra’ needs to spend his Socially responsible funds, among some other things, on maintenance and upkeep with little awareness. The organization was chosen rather than its government budget bid because of its unique concept of vision contract offers [32].

Highlight of Ancient buildings Recognized which Included by Businesses (Monument, Company, and State) As Part of the Adopt a Heritage: Apni Dharohar, Project Apni Pehchaan.

Table 2: Contains List of 10 Monuments adopted by companies under the Adopt a Heritage scheme

S. No.	Agency/Monument Mitras	S. No.	Name of Monument	State
1.	Dalmia Bharat Ltd.	1.	Red Fort	Delhi
		2.	Gandikota Fort	Andhra Pradesh
2.	Adventure Tour Operators Association of India	3.	Area surrounding Gangotri Temple and Trail to Gaumukh	Uttarakhand
		4.	Mt. Stok Kangri Trek, Lakakh	Jammu and Kashmir
3.	Apeejay Park Hotels	5.	Jantar Mantar	Delhi
4.	Bliss Inns (V-Resorts)	6.	Surajkund	Haryana
5.	Yatra Online	7.	Qutub Minar	Delhi
		8.	Ajanta Caves	Maharashtra
		9.	Leh Palace, Leh	Jammu & Kashmir
		10.	Hampi (Hazara Rama Temple)	Karnataka

Source: Ministry of culture (2018) [34]

Dr. Mahesh Sharma, Minister of State (independent charge) for Culture and Minister of State for Environment, Forest, and Climate Change, offered the above facts in response to an Unstarred Discussion in the Lok Sabha today. The Ministry of Culture informed Parliament on December 17 that ten monuments had been adopted under the central government's 'Adopt A Heritage' venture [34].

While the Ministry of Tourism proposed adopting over 93 monuments in green, blue, and orange categories based on footfall and visibility, the ten mentioned are the ones that have been finalized after the final step of adoption (signing the Memorandum of Understanding) [35].

7. SWOC ANALYSIS :

To complete a situational analysis, a SWOC analysis, which is an important strategic planning approach, can be used. It can help identify current Strengths (S), Weaknesses (W), Opportunities (O), and Challenges (C) [36]. The agency's objective is to motivate public and private sector businesses, organisational residents, and other interested parties, individuals, non-governmental organisations (NGOs), and other stakeholders to become “Monument Mitras,” taking on the obligation for enhancing and upgrading basic and advanced tourist reasonable adjustments at these sites is predicated on their interest and survivability in terms of a Service representative corporate sustainability model. After assessing the strengths, weaknesses, opportunities, and hazards, the information is consolidated. The SWOC Analysis of India’s Historic Adoption Program is shown [37][38].



Fig. 2: 10 Monuments adopted by companies under the Adopt a Heritage scheme

Source: Tanya Saighal (2018) [35]

Table 3: SWOC analysis of Adopt a heritage scheme and CSR initiatives are included

SWOC ANALYSIS OF INDIA’S HISTORIC ADOPTION SCHEME		
1	STRENGTHS	(1) Facilitating the expansion of tourism infrastructure. (2) Increasing awareness of the country's culture and heritage. (3) Furthermore, the visibility of this same company There would be space available on the premises and on the Incredible India website. (4) Corporate management of a few monuments and heritage sites ensures highly qualified oversight and procedures. (5) The organisation with the most outstanding vision for heritage property would be given the opportunity to connect to its CSR measures.
2	WEAKNESSES	(1) Globally, government policies are shifting away from the traditional approach to conservation that involves direct public funding and toward the modern trend of collaboration between public and private entities that leverages their respective strengths. (2) Allowing corporations to donate directly to archaeological organisations while providing generous tax breaks may be a better plan. ASI should also be permitted to invest this corpus in a manner similar to a sovereign wealth fund, allowing it to generate its own cash flow. As a result, it would be able to preserve all monuments, not just the most popular ones, and hire talented young people to do so. (3) The overviews make no mention of the significance of utilising local resources and skills in the development of accommodations, or the importance of enabling and involving local communities, local state government bodies, or even the environment in which the site is located.

3	OPPORTUNITIES	<p>(1) The institution with the best vision for the historic site will be able to connect their CSR efforts to their glory.</p> <p>(2) Moreover, the corporation's scope on the Incredible India website and on the premises would be limited.</p> <p>(3) The most promising heritage zone concept was given the opportunity to associate fulfilment with its Corporate Social Responsibility activities.</p> <p>(4) Corporates requesting adoption must investigate the location in order to create a vision evolution plan for each heritage site.</p> <p>(5) Under this scheme, heritage sites are being offered for adoption by the public, private, and individual sectors as 'Monument Mitras' for the development of amenities and facilities.</p>
4	CHALLENGES	<p>Armed confrontation and war, environmental catastrophes such as caused by natural disasters, environmental damage, illegal hunting, unplanned urbanization, and unchallenged tourist development all pose major challenges to World Heritage sites.</p> <p>(1) Planned resettlement or development projects on or near the property that will have a negative impact on the property.</p> <p>(2) Human expansionism on boundaries or in upstream areas that endangers the property's integrity.</p> <p>(3) Dangerous effects of climatic, geological, or other environmental factors.</p>

Source: Compiled by author

8. FINDINGS :

- (1) Government programmes encourage various civil society groups to participate in order to enhance public ownership.
- (2) An appealing heritage, rather than just tourism, stands to benefit both external investment and the retention of existing businesses.
- (3) Heritage preservation can help to increase social inclusion.
- (4) It has been demonstrated that the historic environment benefits local economies, particularly through tourism.
- (5) Historic and cultural properties frequently focus on providing possibilities for communities to ameliorate and adapt to climate change through environmental benefits such as water and climate regulations, as well as carbon sequestration.
- (6) Historic sites remind us of our heritage; they are a national treasure and a sign of human civilisation glory. They help us to acknowledge our history and the progression of our knowledge and thoughts.

9. SUGGESTIONS :

- (1) Conversing with the archaeological department or institutions involved in conservation about the poor condition of historical sites via media such as newspaper letters, etc.
- (2) Educating the general public about tampering with the beauty of historical monuments.
- (3) Citizens should make sure that the antiquity memorials and historic artifacts of India are not affected in order to protect and conserve India's cultural heritage. If you see someone causing damage to ancient monuments, you should intervene.
- (4) Precluding the public from scribbling on the wall surfaces and throwing trash around, secondly raising awareness about the importance of these structures and the sensitive nature of the architecture, and finally by actively engaging in the heritage initiative and conducting cleanliness drives.
- (5) Eschew vandalism or desecrating heritage monuments and sites, such as sculpting on trees.
- (6) Accumulating, raising funds, and contributing for monument remodelling, organic solvents, and reconstruction taxes/donations to safeguard monuments, monument fees, and other related funds from decisions.

10. CONCLUSION :

CSR is one of the handfuls of methods available in the private sector for trying to carry out its heritage preservation mission. This culture and heritage safeguarding can be accomplished through historic initiatives that provide assistance through infrastructure development or promote the site through domestic tourism. At a base level, the main motive is to establish the necessity of tangible and intangible heritage and how it can be conserved within the mainstream CSR domain.

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