



Ancient Monuments: Our Heritage, Our Identities

Legacies of ancient civilizations leave their traces in the memories of the nations. Marvels of ancient India show the highest level of mastery in almost all spheres of life. Our ancient monuments and artifacts are part of such feats achieved by our ancestors. Undisputedly, very few civilizations of the world can match the awesome variety and infinite beauty of India's archaeological wealth.

The British Government created Archaeological Survey of India in the year 1861, basically to carry out elaborate surveys of antiquarian remains in the country and to protect monuments and sites. Since then, the Survey is zealously guarding the treasures for the past one and half centuries. The work of the organization is spread over a large number of fields such as preservation, conservation, architectural studies, epigraphy, horticultural and environmental up gradation, underwater archaeology, just to name a few. However, there are limitations in the nature of both human resources as well as financial resources. The social demands for cultural preservation outstrips the available government resources and thus has to be met with active collaboration of governmental agencies with private ones.





NATIONAL CULTURE FUND

Recognizing the need to introduce innovative patterns of cultural funding in India, the National Culture Fund was set up as a trust under the Ministry of Culture in the year 1996 vide notification published in Gazette of India dated 28th November, 1996, with a purpose to augment governments efforts and to facilitate public-private partnership in the field of heritage conservation and promotion. National Culture Fund enables institutions and individuals to perform their rightful role in promoting and preserving India's rich cultural heritage.

A DIFFERENT ROUTE

National Culture Fund constitutes an important departure from the implementation strategies of the Government, which hitherto was thought to be solely responsible for providing administrative and financial wherewithal for culture related endeavors in the country. NCF accepts private institutions and individuals as equal partners of the government in the management of the cultural heritage of India. It enables the government to mobilize extra budgetary resources by allowing direct contributions to the NCF account maintained outside the Consolidated Fund of India. All contributions to NCF are given 100% tax exemption under Section 80 G (2) of the Income Tax Act of 1961.

The nature of funding has been made very flexible with the donor having an option to either execute the selected project directly wherein the donors can appoint and monitor the executive agencies to carry out the project work subject to the predefined technical/aesthetic conditions laid down by the ASI. Alternatively, the donor can get the selected project executed through the ASI, which needless to say, has acquired an expertise to execute such projects. A Project Implementation Committee shall be set up with experts and representatives of the concerned institutions to monitor and implement the project. A Project Advisory Committee consisting of nominees of donors, NCF and representatives of other interest groups oversee the project. NCF facilitates all necessary clearances and permissions for the project. ASI shall specify the general terms about the activities permissible within the protected sites.

The NCF is accountable to each donor in respect of funds donated. The funds can be donated either in Indian currency or any foreign convertible currency. A separate dedicated account for each project is opened by the NCF.

MANAGEMENT OF NCF

The NCF is managed and administered by a council chaired by the Minister for Culture and an Executive Committee chaired by the Secretary, Ministry of Culture. Members of the NCF Council are from corporate houses, private foundations, experts in various art forms and academicians so as to increase non-governmental participation in the decision making process. **Under the NCF it is possible for a donor to identify a project along with any specific location / aspect for funding and also an agency for the execution of the project.**

PROJECTS THAT CAN BE SPONSORED UNDER NCF

- (a) Pro-active generation of projects and sponsorship to bring about visible improvements at monuments and sites, heritage complexes and their environs.
- (b) To bring monuments back into the lifestyle and culture of local communities.
- (c) Promotional activities in the form of organized concerts, theatre, cultural shows, location shoots for films T.V., lectures, community festivals etc. be permitted wherever feasible as per ASI regulations.
- (d) Environmental development in and around the heritage sites.
- (e) Structural conservation, chemical preservation and refurbishment of the monuments.
- (f) Display of cultural notice boards, direction boards, signage etc.
- (g) Providing visitor friendly amenities.
- (h) Providing popular authentic historical literature.
- (i) Improvement and upgradation of existing museums and commissioning of new ones in the vicinity of existing cultural property.
- (j) Illumination of monuments.





- (k) Facility for tourists such as cafeterias, parking lots, landscaping, setting up of information centers, kiosks, cyber cafes, souvenir shops etc.

BENEFITS OF NCF

- (a) 100 per cent tax rebate under Section 80G of the Income Tax Act.
- (b) ASI shall duly acknowledge the contributions at the site and also in its publications. Any other suggestions in this regard can also be mutually discussed upon.
- (c) All activity at the adopted site is donor-specific.
- (d) NCF shall be responsible for giving receipt of Income Tax exemption and accounts of utilization of the donations.
- (e) Guaranteed mileage for corporate houses as they can project their donations in their advertisements and any other campaign initiated by them.
- (f) Flexibility in project management through a MoU.
- (g) A forum for public visibility and accountability will be set up.
- (h) Revenue from the events held at site and monuments will be credited in an account jointly operated by ASI and NCF.
- (i) Foreign donations are welcome. The clearance under the Foreign Contributions Regulations Act has been obtained.
- (j) NCF will help propagate and inform people around the world about the heritage of India.

NCF SO FAR

NCF has actively been associated with many leading Corporate Houses, Public Sector Units, International Trusts and Funding Agencies.

Following public or private sector companies had come forward and signed MoUs with Archaeological Survey of India and National Culture

Fund for preservation and conservation projects.

- Aga Khan Foundation and Oberoi Group of Hotels have completed the Project on revitalizing the garden and lighting of the main Tomb at Humayun's Tomb Complex at a cost of Rs.2.25 crores.
- The illumination, signage, conservation works of Jantar Mantar, New Delhi involves Apeejay Surendra Park Hotels Ltd.

- The illumination, sound and light programmes and a Structural repair of Shaniwarwada, Pune has been completed by ASI with Pune Municipal Corporation donating a sum of Rs.34.18 Lakhs.
- Indian Hotels Company Ltd. (Tata Group) has sponsored the conservation project at Taj Mahal, Agra at a cost of Rs.1.87 Crores.
- Currently Archaeological Survey of India, National Culture Fund, Indian Oil Corporation and Indian Oil Foundation has signed a MoU for five important monuments of India namely Sun Temple, Konark, Kanheri Caves ,Mumbai, Group of Temples Khajuraho, Monuments at Hampi and Warangal Fort, Warangal. Indian Oil Corporation has contributed Rs.25 Crores for this Project.
- Steel Authority of India is involved in a project for the conservation of Monuments at Lodi Garden, New Delhi and funded Rs.1.00 Crore for the purpose.
- Foreign institutions are also engaged with such projects for the heritage Monuments of India. World Monument Fund is involved with a collaborative project with ASI& NCF and has contributed \$43900 for Jaisalmer Fort, Rajasthan.

ASI welcomes and appreciate such laudable efforts in the arena of Heritage preservation by corporate bodies in India and abroad.

“NATIONAL CULTURE FUND ENCOURAGES AND INVITES PARTICIPATION AND COLLABORATION IN FURTHERING THE CAUSE OF PRESERVING THE RICH AND VARIED INTANGIBLE HERITAGE OF OUR COUNTRY. LET US JOIN HANDS TO PRESERVE OUR ANCIENT GLORY FOR POSTERITY”



MONUMENTS IN NEED OF ATTENTION

Archaeological Survey of India is involved in maintenance and conservation of 3667 centrally protected monuments that are spread in all parts of the country. In this small brochure ASI has provided a list of 100 monuments for consideration. This list is only illustrative and not exhaustive or in any way binding for any forthcoming proposal which you may like to propose. ASI welcomes you to propose the name of any of the monument(s) that is under the custodianship of Archaeological Survey of India which your esteemed organization considers ideal for preservation irrespective of the fact whether it figures in this brochure or otherwise. The terms and nature of funding that you may like to consider can be arrived at after mutual discussions. ASI shall feel privileged to help you in this regard.

