

## ■ ASI Launches "Adopt a Heritage 2.0" Program to Preserve India's Rich Cultural Heritage

The Archaeological Survey of India (ASI) launched the "Adopt a Heritage 2.0" program on September 4 with the aim to foster collaboration with corporate stakeholders to better maintain and rejuvenate the country's numerous historical monuments. India boasts 3,696 protected monuments that serve as custodians of its rich cultural legacy and play a pivotal role in driving economic growth. This endeavor aligns with the vision of 'Virasat Bhi, Vikas Bhi' and seeks to engage corporate stakeholders who can contribute through their CSR (Corporate Social Responsibility) funds for developing, providing, and maintaining amenities related to hygiene, accessibility, safety, and knowledge at the identified monuments. Additionally, a mobile app named "Indian Heritage" has been introduced. This app will serve as a platform to showcase India's heritage monuments, providing state-wise details, photographs, lists of available public amenities, geo-tagged locations, and a feedback mechanism for citizens.