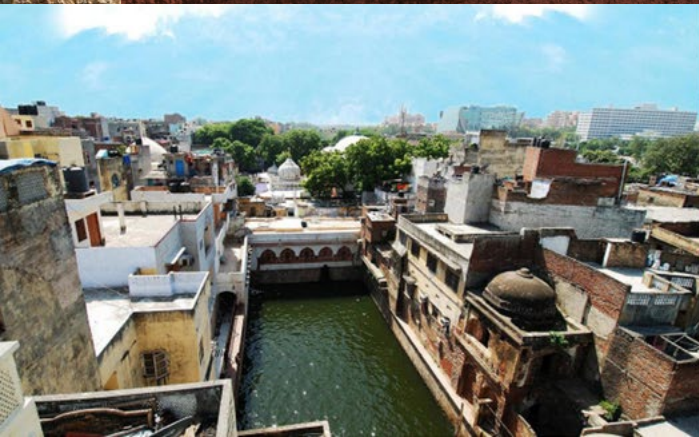




CULKEY
FOUNDATION

Adopt - Preserve - Sustain



WWW.CULKEY.ORG



..... CONTENTS

1. Who we are?	03
2. Mission and Vision	03
3. The Problem	03
4. Problem Statement	04
5. Solution	05
6. Impact and Success Story	05
7. Strategic Plan	06
8. Donors - ESG Impact	06
9. What do donors Get?	07
10. Funding and Support Needs	07
11. Team	08
12. Partnerships and Collaborations	08
13. Call to Action	08
14. Thank You	08

.... WHO ARE WE

Culkey Foundation – Established in 2019, we are a registered not-for-profit organization compliant with 80G regulations. We collaborate with local governments, communities, and stakeholders to bridge the gap between local heritage preservation and global consciousness. Furthermore, we engage in technology and research initiatives, positioning ourselves as a culture-tech foundation.



Culkey Foundation is the 'Project Management Unit' for 'Namma Smaraka' initiative by Government of Karnataka since 25th September, 2023.



VISION

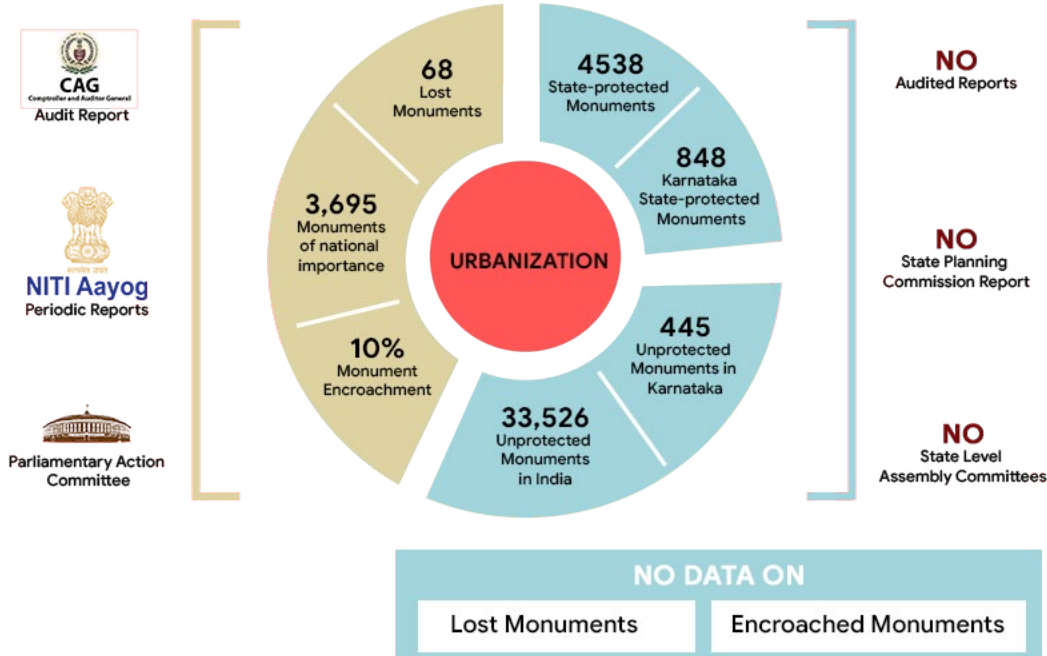
We aspire to unite local heritage preservation with global awareness, catalysing collective action for the protection of cultural legacies.



MISSION

Our aim is to protect ancient artefacts in the face of urbanisation by harnessing technology to generate digital representations of heritage sites, fostering their preservation and digital accessibility.

.... THE PROBLEM



Hundreds of monuments could be lost if we do not take action to protect them now.

.... PROBLEM STATEMENT

Urbanization is rapidly devouring archaeological sites, especially unprotected monuments, which make up 81% of all monuments in India. If even ASI-listed monuments are at risk, the state of unprotected ones is dire. Immediate action is crucial to safeguard our cultural heritage.

Why the Problem Persists?

Archaeology Departments lack manpower and funding.

Budgeting : Archaeological Survey of India, Government of India

FY 2023-24	Total Monuments in India			
INR 1,102.83 Cr Alloted to ASI	ASI Protected Monuments 3,695	State Protected Monuments 4,538	Unprotected Monuments 33,826	Total 42,059
0.1% of total National Budget	8.8%	10.8%	80.4%	100%

The list does not include

4.5 Lakh+

Temples, Mosque, Gurudwara, Churches etc. Under the custody of religious endowments and trusts etc.

3 Lakh+

Historic cities like Jaipur etc which has 5000 + historic structures and 60 such historic cities are identified

80K +

Structures within tribal settlements

58 Lakh+

Antiquities

Human Resource: ASI, Government of India

FY 2023-24	Vacancy Percentage as per CAG Report	
8,727 Sanctioned Staff	2013	2022
Group A, B, C and D/MTS	29.1%	42.7%

BRANCHES OF ASI

Conservation Staff

918

36.3%

66.1%

Horticulture

152

25.4%

47.4%

Science

134

29.6%

35.1%

Total ASI Circles in India

36



Protecting monuments can't be left to Govt alone. We need to figure out a way of tapping corporate interest

- Bibek Debroy, Chairman, Economic Advisory Council to the PM

Source: Niti Aayog Report
Working group report on Improving Heritage Management in India follow up on the performance audit of preservation and conservation of Monuments and antiquities

.... SOLUTION

ADOPT – PRESERVE – SUSTAIN

Namma Smaraka is an initiative by the Department of Archaeology, Museums, and Heritage, Government of Karnataka, under the 'Adopt a Monument' Scheme. This program facilitates the adoption and preservation of heritage sites by adopters such as non-profit organizations, corporations, CSR initiatives, and high net-worth individuals (HNIs), as detailed below:

Impact Adoption

Adopt a geographical area, such as a district

Single Monument

Adopting a single monument

Donation for Amenities

Donating basic amenities for one or more monuments

Operational Support

Supporting operational activities following preservation efforts

.... IMPACT AND SUCCESS STORY

Our impact from October 2023 to March 2024, spanning just six months.

20

Adopted

>USD 1.2M

Funding Raised

INR 50 Lakhs

Average per monuments

7

Adopters

SUCCESS STORY



Discovery Village
www.discoveryvillage.in

Discovery Village has chosen to make an impact through adoption by taking responsibility for all the monuments in Chikkaballapur District.

ADOPTERS



WORLD MONUMENTS FUND



DECCAN HERITAGE
FOUNDATION



Discovery Village
www.discoveryvillage.in



United Way Bengaluru



Brigade Foundation



SIFF



KRISHNAKRITI
FOUNDATION

.... STRATEGIC PLAN

Short-term Goals (1-3 years)

- Guidance throughout the adoption process
- Assistance with preservation planning and execution
- Embracing a local-first approach and fostering community development

Long-term Goals (3-5 years)

- Create a self-sustaining model wherein communities drive the continuation of initiatives.
- Promote scalable activities that stimulate local business growth and employment opportunities.

.... DONORS - ESG IMPACT

Environment



Plantation



Waste Management



Water Management



Air Quality Index



Solar



Illumination



EV Charging stations



Community Building

Zero Plastic Zone

Social



Rest Rooms



Drinking Water



Local Employment



Local Business



Physically Disabled



CCTV Security



Physical Security



Information desk

Local-First Approach

Governance

- The Commissioner of the Department of Archaeology, Museums, and Heritage, Government of Karnataka, will chair the monument committee, with the district collector serving as co-chair. The committee will include members from various departments within the district.
- The adopters and the Project Management Unit (PMU) will also be members of the monument committee.
- Any escalations will be directed to the Empowered Committee of Namma Smaraka, chaired by the Secretary of the Department of Tourism, Government of Karnataka.

Local Governance

.... WHAT DO DONORS GET?

- Donors will assist in achieving ESG compliance for the adopted monuments.
- Donors will be SDG Champions.

INDUSTRY, INNOVATION
AND INFRASTRUCTURE



CLEAN WATER
AND SANITATION



AFFORDABLE AND
CLEAN ENERGY



SUSTAINABLE CITIES
AND COMMUNITIES



CLIMATE
ACTION



LIFE BELOW
WATER



LIFE
ON LAND



PARTNERSHIPS
FOR THE GOALS



Social Rewards

Brand visibility within the monument, a digital presence in media and social media, and recognition from the Government of Karnataka.

Physical Rewards

- Donors can engage their employees in volunteering services at the monument site.
- Donors can play a vital role in community building and engagement.

Tax Rewards

By securing 80G exemption for donations.

Our USP

Unique to us, donors can have a 3D-printed miniature of the monument or a part of it to showcase at their office at additional cost. This is made possible by our exclusive access to 3D cloud point and mesh data.

.... FUNDING AND SUPPORT NEEDS

Current Needs:

- We are looking at donations of **INR 50 Lakhs** an average for each monument adopted for preservation using ESG compliance as the benchmark.
- We are looking for partners who could help in sourcing the basic amenities for donors and also such partners could also be donors for such amenities in few monuments.

How the funds will be used:

80%

Preservation
activity with ESG as
benchmark

15%

Administrative
cost

5%

Miscellaneous
cost

848

Monuments to be adopted

20

Adopted monuments

828

Still to be adopted

.... TEAM



Shri Prashanth Prakash
Chairman

The Culkey Foundation comprises six directors, including the chairman, who excel in diverse fields and have earned recognition in their respective domains. The combined expertise, dedication, and engagement of the core team have swiftly connected us with the right partners and adopters.

.... PARTNERSHIPS AND COLLABORATIONS



The Indian Institute of Architects Karnataka Chapter



Karnataka State Council for Science and Technology

Benefits of Partnerships:

- Utilizing pooled resources to amplify impact.
- Expanding outreach through collaborative campaigns.
- Exchanging expertise and knowledge to boost program effectiveness.

.... CALL TO ACTION

What we're asking:

- Consider making a donation to adopt a monument.
- Volunteer your time and skills to make a direct impact.
- Share information about our organization and mission within your network.
- Explore partnership opportunities to enhance our efforts.



How to Get Involved:

Visit our website www.culkey.org
Contact our team info@culkey.org
Become a Volunteer/Influencer

[Click Here](#)



.... Thank You