

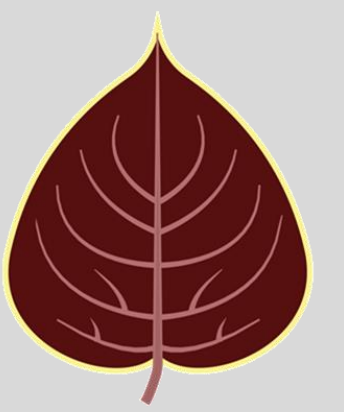
# Preservation of Historical Centres with Urbanisation

Adopt . Preserve . Sustain

[www.culkey.org](http://www.culkey.org)







## About Us

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Established in 2019, we are a registered not-for-profit organization compliant with 80G regulations. Collaborating with local governments, communities, and stakeholders, our mission is to bridge the gap between local heritage preservation and global consciousness. Additionally, we engage in technology and research initiatives, positioning ourselves as a culture-tech foundation.



### **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 urbanization by harnessing technology to generate digital representations of heritage sites, fostering their preservation and digital accessibility.

# The Problem



## Archeology sector lacks manpower and budgeting



### Current State

Archeology department in union or states of India lacks manpower and budgeting

**Fact Check:** According to the CAG report of 2022, the ASI's budget is just 0.1% of the national budget, and it faces a 42.7% manpower vacancy. State archaeology departments are even less funded and staffed compared to the ASI.



### Loss of Heritage Properties

Due to rapid urbanisation our heritage properties are being lost.

**Fact Check:** According to the 2022 CAG report, 68 monuments of national importance have been lost since independence, with 50 of these losses occurring between 2013 and 2023 due to urbanization. [link](#)



### Ecosystem Enabler

This sector requires ecosystem enablers to work with Governments, funders and stakeholders to preserve and conserve our heritage gems from urbanization.

**Fact Check:** The government alone cannot manage this; initiatives like 'Namma Smaraka' are needed as ecosystem enablers for adoption and support. These initiatives encourage community involvement and partnerships to preserve and maintain our heritage sites.

# What We Do



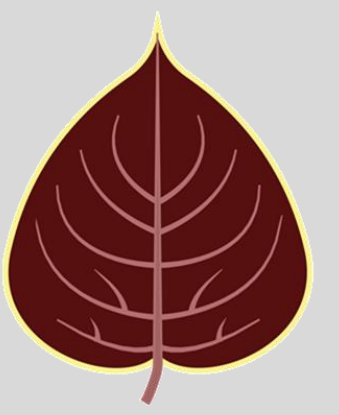
## Ecosystem Enabler

As the Project Management Unit (PMU) for the Government of Karnataka's initiative 'Namma Smaraka' within the 'Adopt a Monument' scheme, we function as catalysts for ecosystem engagement. Our aim is to unite enthusiasts in the preservation of our state-protected monuments, fostering self-sustaining strategies through community involvement. Embracing technology as a culture-tech foundation, we advocate for digital inclusivity and access to information in vernacular languages, inspiring optimism and progress.

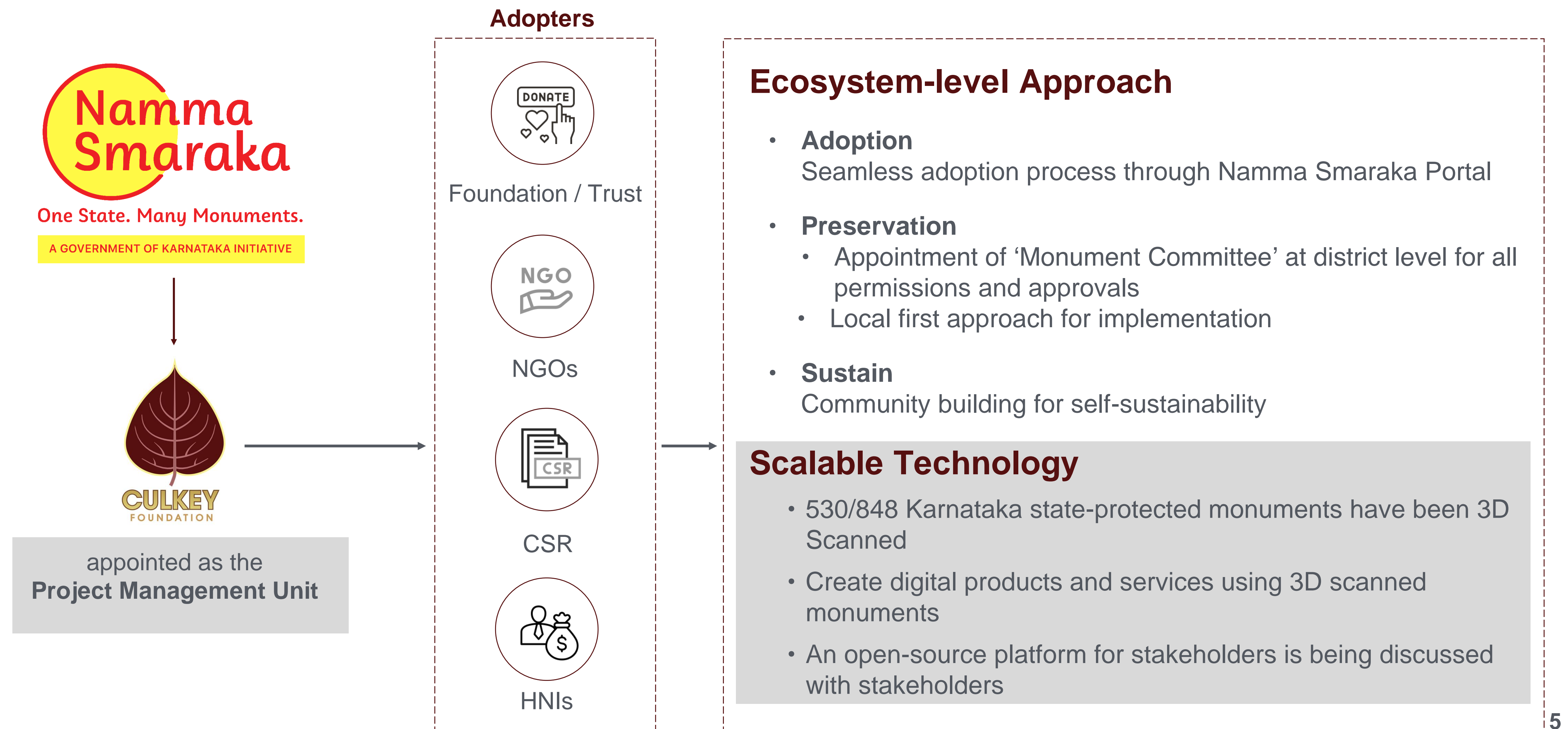
- Connect with **funders** for **adoption**.
- **Guide** adopters in **preservation** activities
- Develop local **community** for **sustainability**



# How We Do



## Go-To-Market Strategy





# Why Now?



## Act before its late

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- In **2013**, the Comptroller and Auditor General (CAG) of India reported that 92 centrally protected monuments had been lost since independence. Subsequently, efforts were made to identify 50 of these monuments, yet **24** remained unidentifiable.
- In **2022** the parliament standing committee on transport, tourism and culture stated **50** protected monuments were lost between **2013 - 2022**
- In **2024** ASI's note to a question raised in parliament session stated **18** monuments were lost in **2023-24**

Between 2013-2023 India has lost 68 monuments of national importance due to urbanization.

**ASI-monitored monuments undergo rigorous audits by CAG (3,695 monuments). In contrast, state-protected (4,538) and unprotected monuments (33,826) lack similar oversight.**

# Traction



Till March 2024

**>\$ 1.2M  
Raised**

**20  
Monuments  
Adopted**

**7  
Adopters**

## Adoptors



DECCAN HERITAGE  
FOUNDATION



Discovery  
Village  
www.discoveryvillage.in



## Our Partners



The Indian Institute of Architects  
Karnataka Chapter



Karnataka State Council for Science  
and Technology

# Our Approach



## Local-first approach



Partner with Governments



Connect to funders



Technical assistance from stakeholders



Monument Committee  
Local Governance and People



Local -first approach for implementation



Community building

## Communities engagements Like



Light and Sound Show



Plantation activity



Water body rejuvenation



Cultural Activities



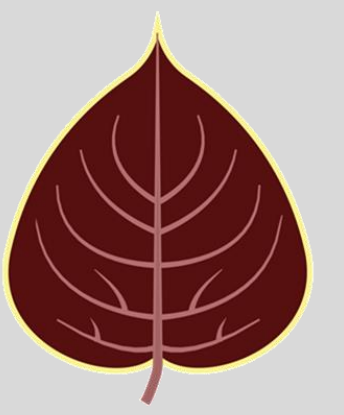
Educational activity



Others



# Kinds of Adoption



## Choose your area of interest

- **Impact Adoption** - Adoptors assume responsibility for all monuments within the district. Discovery Village has undertaken the adoption of all monuments in Chikaballapura district.
- **Single Monument** - Adoption of a single monument
- **Donation for Amenities** - Adoptors have the option to contribute towards specific amenities listed below:



- **Operational Support Donation** - Enhancing local employment and sustainability efforts. Donors are provided with a list of operational costs for each monument, enabling them to commit to monthly contributions for a minimum duration of one year.



# Donors -Impact of your Donation



- Your donations help preserve monuments and provide essential amenities.
  - Employing a local-first approach fosters the creation of local employment and businesses.
  - With a local-first approach, every \$1 donated generates a value of \$4.
  - The formula entails employing 20% physically challenged individuals and 20% women, constituting 40% of the total workforce.
- Social rewards include brand recognition and the acknowledgment of donations by the Government of Karnataka.
  - Physical rewards encompass volunteering and community engagement.
  - Tax rewards are obtained through 80G exemption.



# Team



**Shri Prashanth Prakash**  
Chairman



## CONTACT US

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     **@CulkeyF**





Thank you for joining us in preserving  
our heritage centers!