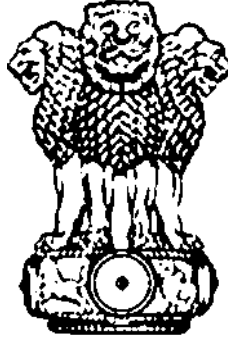


Agenda
for
the first meeting of Central Sanctioning Monitoring Committee
(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 06/09/2022

Time: 4 PM

Ministry of Tourism
Government of India

Agenda for the first meeting of the Central Sanctioning Monitoring Committee under Swadesh Darshan Scheme 2.0 to be held on 06/09/2022 at 4 PM.

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Agenda 1.1 Leave of Absence

1. Following is the list of all the members of Central Sanctioning and Monitoring Committee set up under Swadesh Darshan Scheme 2.0

(i).	Secretary, Ministry of Tourism	Chairperson
(ii).	Secretary, Ministry of Culture	Member
(iii).	Secretary, Ministry of Civil Aviation	Member
(iv).	Secretary, Ministry of Housing and Urban Affairs	Member
(v).	Secretary, Ministry of Road Transport	Member
(vi).	Secretary, Ministry of External Affairs	Member
(vii).	CEO, NITI Aayog	Member
(viii).	Chairman, Railway Board	Member
(ix).	Financial Advisor, Ministry of Tourism	Member
(x).	Director General, Ministry of Tourism	Member
(xi).	Additional Secretary, Ministry of Tourism (In Charge of Swadesh Darshan Scheme)	Member Secretary
(xii).	Secretary, Tourism of the States/ UTs of Kerala, Meghalaya, Punjab, Tamil Nadu, Tripura, Madhya Pradesh, Haryana, Puducherry, Chandigarh, Lakshadweep	Special Invitees

2. Leave of absence may be granted to the members, who are unable to attend the meeting.

Agenda 1.2 Overview of Swadesh Darshan Scheme 2.0

1. Ministry of Tourism had launched Swadesh Darshan Scheme in 2015 and sanctioned 74 projects under the Scheme. The Ministry of Tourism carried out detailed review of the Scheme and identified the following areas for reforms:
 - (i). Broad basing of Central Sanctioning and Monitoring Committee
 - (ii). State level Institutional Structure for the Scheme
 - (iii). Strategic selection of the destinations
 - (iv). Detailed benchmarking and gap analysis of destination
 - (v). Focus on both hard and soft Interventions
 - (vi). Strengthening of Project Implementation and Monitoring
 - (vii). Operations and maintenance on sustainable basis
 - (viii). Promotion & marketing of the destinations
 - (ix). Impact Assessment
2. Based on the detailed review, the Ministry has revamped the scheme. With the mantra of 'vocal for local', the revamped scheme namely Swadesh Darshan 2.0 seeks to attain "Aatmanirbhar Bharat" by realizing India's full potential as tourism destination.
3. Swadesh Darshan 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination centric and tourist centric scheme.
4. A presentation on salient features of the Scheme and proposed model to roll out the Scheme at the selected destinations will be made in the meeting.
5. Members are requested to give their suggestions and feedback for strengthening a whole of Government and whole of society approach for developing the identified tourist destinations as sustainable and responsible tourist destinations under the Scheme.

Agenda 1.3 Tri-partite MOU by and amongst MOT, State and Destination

1. Swadesh Darshan 2.0 Scheme envisages development of sustainable and responsible tourist destinations, which will require a collaborative approach and partnership amongst MOT, States and Destinations with each tier contributing its best efforts for the development of the Destination.
2. While Swadesh Darshan 2.0 scheme will provide funding for core enabling infrastructure and services, the effort will also be made to create synergy and convergence with other Schemes. In this connection, MOT will lead the efforts at the Central level with other Ministries and organizations. State Tourism Departments are expected to create synergy and convergence at the State level and Destination Management Committee under District Collector at the destination level.
3. The last mile infrastructure and services are crucial for the visitor experience and accordingly Swadesh Darshan 2.0 has laid great emphasis on Destination Management Organizations to play a proactive and effective role in addressing the challenges of last mile.
4. A tripartite MOU will encourage partnership and collaboration amongst MOT, State and the Destination and will go a long way in promoting the destination as a sustainable and responsible destination.
5. Ministry intends to sign MOUs with the States and Destinations during the Iconic week for AKAM celebrations for Tourism starting 27th Sept 2022.
6. Members may give suggestions and feedback for promoting greater partnership and collaboration amongst Central Government, States and Destinations.

Agenda 1.4 Selection and Approval of the Destinations

1. As per clause 4.3 of the guidelines for Swadesh Darshan Scheme 2.0, the States will prepare a State Perspective Plan analysing tourism potential of various destinations based on the following:
 - (i) Major tourism attractions, offerings and themes
 - (ii) Connectivity by Air, Rail and Road including local travel
 - (iii) Connectivity to any tourist circuit
 - (iv) Current tourism eco system at the destination
 - (v) Future tourism potential at the destination
 - (vi) State support for the destination

The Ministry will select 2-3 destinations of the State for development based on the State Perspective Plan.

2. Keeping in view overall limit of 55 destinations, it has been decided by the Ministry that not more than two destinations per State/ UT to be selected under the Scheme. The Ministry has accordingly circulated guidelines and the template for submission of State Perspective Plans (SPPs) and online portal nidhi.nic.in/SwadeshDarshan has also been setup for submitting the SPPs.
3. Ministry of Tourism further decided to accord priority to some of the iconic destinations, which were earlier identified by the Ministry of Tourism in consultation with the States and draft Master Plans are already prepared for those destinations. The Ministry of Tourism had also prepared a list of indicative destinations during the course of review of the Scheme by PMO.
4. In this connection, Seven State Perspective Plans were appraised/ evaluated by the Ministry through National Program Management Unit for Swadesh Darshan 2.0:
 - (i) Puducherry
 - (ii) Madhya Pradesh
 - (iii) Meghalaya
 - (iv) Punjab
 - (v) Tamil Nadu
 - (vi) Tripura
 - (vii) Kerala
5. Based on the appraisal/ evaluation of the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and

responsible tourism destinations under the Scheme, two destinations were shortlisted from each of the above States.

6. The appraisal/ evaluation report was reviewed in the 4th meeting of the Mission Directorate held on 22nd August 2022. Proceedings of the meeting are attached as **Annexure-1**. Following recommendations have been made in this regard:

(i). Puducherry

Puducherry and Karaikal were recommended.

(ii). Madhya Pradesh

Khajuraho was recommended. However, for the second shortlisted destination Gwalior, the State requested that Chitrakoot could be taken as it was already submitted in 2019 under SD 1.0 and State accords high priority. The State has subsequently requested that Gwalior may be taken as third destination under Swadesh Darshan 2.0.

In this connection, the matter has again been examined by the Division in consultation with NPMU and it is stated that there were many proposals, which were pending under SD 1.0 and reviving a proposal on that ground will be a bad precedent as SD 2.0 has introduced many key reforms for destination planning, development and management.

Further, Chitrakoot being a religious and pilgrimage place is covered under Pilgrimage Rejuvenation and Heritage and Spiritual Augmentation Drive (PRASHAD) scheme of the Ministry of Tourism and Chitrakoot, therefore is not recommended to be taken up under Swadesh Darshan 2.0.

Strategic selection of the destination is one of the key reforms introduced in Swadesh Darshan 2.0. Gwalior is accordingly recommended as second destination as appraised and evaluated by NPMU.

(iii). Meghalaya

Shillong and Sohra were recommended.

(iv). Punjab

Amritsar and Kapurthala were recommended.

(v). Tamil Nadu

The Nilgiris and Mamallapuram were recommended.

(vi). Tripura

Agartala and Unakoti were recommended for development under SD 2.0

The State requested to consider Dumbur lake, instead of Unakoti. The matter has been examined in consultation with NPMU and it is stated that Dumbur lake is more of an excursion/ attraction and not a destination. There is no existing tourism ecosystem at Dumbur and Unakoti is recommended as second destination as appraised and evaluated by NPMU.

(vii). Kerala

Kozhikode (Beypore) and Kumarakom were recommended.

(viii). Lakshadweep

Lakshadweep as a single destination was recommended.

(ix). Chandigarh

Chandigarh as a single destination was recommended.

7. The Committee is requested to approve the recommendations of Mission Directorate for selection of above destinations.
