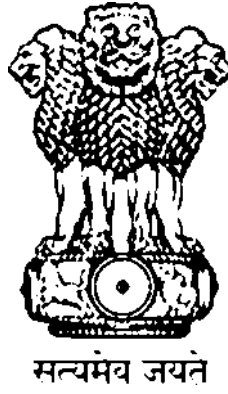


Agenda
for
the Sixth meeting of Central Sanctioning Monitoring Committee
(Swadesh Darshan Scheme 2.0)



Date: 13/09/2023
Time: 03:00 PM

Ministry of Tourism
Government of India

Agenda for the Sixth meeting of the Central Sanctioning Monitoring Committee under Swadesh Darshan Scheme 2.0 to be held on 13/09/2023 at 03:00 PM.

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Agenda 6.1 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).	The ACS / Principal Secretaries / Secretaries Department of Tourism and Head of Designated SIA of concerned States/UT	Special Invitees
(xiii).	Team Leaders of concerned PDMC teams for Swadesh Darshan 2.0	Special Invitees

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

Agenda 6.2 Confirmation of the proceedings of the fifth meeting

1. The proceedings of the fifth meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD-Part(I) dated 6/04/2023 to all the members. A copy of the same is attached as **Annexure-1**.
2. Members are accordingly requested to confirm the proceedings of the fifth meeting of CSMC.

Agenda 6.3 Present Status on Swadesh Darshan 2.0 Pre-requisites

1. Designation of State Implementing Agency (SIA)

As per the Clause 4.2 of the Scheme Guidelines (circulated vide OM vide No. SD-08/15/2020 dated 19.04.2022), the State Government will have to designate an Implementing Agency for the projects under the Scheme.

Out of 32 States/UTs, 2 States (Manipur, and Odisha) are yet to officially communicate regarding designated SIA for SD 2.0 to the Ministry.

2. Formulation of Destination Management Committee (DMC)

As per the Clause 7.4 of the Scheme Guidelines, the State Governments will have to set up a Destination Management Committee at the district level under the Chairmanship of the District Collector, which will have members from the allied departments, public and private agencies, and representatives from the tourism industry.

Out of 32 States/UTs, 1 States/UTs (Manipur) are yet to officially communicate regarding formation of DMCs at notified destinations under SD 2.0 to the Ministry.

3. Signing of Tripartite Memorandum of Understanding (MOU)

A tripartite MoU will be signed between the Ministry of Tourism, Tourism Department of State Government / UT Administration, and the Destination Management Committee (DMC) chaired by District Collector / District Magistrate.

Out of 32 States/UTs, 3 States (Gujarat, Manipur, and Odisha) are yet to share the signed copies of MoUs with the Ministry. MoUs of remaining States/UTs have been signed by the Ministry and sent to respective States/UTs.

4. Signing of Agreement with Selected Project Development & Management Consultants (PDMCs)

Ministry of Tourism has selected PDMCs for 26 States/ UTs. The Letter of Awards (LoAs) were issued by the Ministry to the selected PDMCs.

The States of Himachal Pradesh, Jharkhand and Maharashtra are yet to sign the agreement with selected PDMCs.

5. All the States are requested to expedite pending action.

Agenda 6.4 Sanction of funds for PDMC engagement

1. The Committee in the 4th and 5th meeting was informed about the empanelment of PDMCs, RFP for inviting proposals centrally and the next steps were accordingly approved by the Committee for appointment of PDMCs.
2. The Ministry had accordingly forwarded the selected PDMCs to the States and 22 States have signed the agreement where as 3 States namely Himachal Pradesh, Maharashtra and Jharkhand are yet to sign the agreement.
3. The Ministry has vide O.M. No SD-8/15/2020-SD dated 24.07.2023 circulated template to all States/UTs for submitting the case for sanction of funds.
4. 19 States have submitted their request for sanction and release of funds and 3 States/ UTs namely Chandigarh, Gujarat, and Puducherry have not submitted the request so far.
5. The request for release of funds received from 19 States/UTs are found to be in order and summary details of the same are given below:

Sn	State/UT	SIA	Letter No & Date	Amount (in ₹, excl. GST)
1.	Andhra Pradesh	APTDC	YAT&C(T)/APTDC/SD 2.0/2023 dt. 03.08.2023	₹ 5,94,00,000
2.	Arunachal Pradesh	ATB	Secy/CA/Tou/AP/08/20 20-2023/349 dt. 31.08.2023	₹ 5,46,00,000
3.	Assam	ATDC	E.243379/55 dt. 07.08.2023	₹ 5,87,40,000
4.	Goa	GTDC	Letter dt. 01.09.2023	₹ 5,39,00,000
5.	Karnataka	KTIL	Letter dt. 28.08.2023	₹ 5,51,10,000
6.	Kerala	DoT	Letter dt. 27.07.2023	₹ 6,03,90,000
7.	Ladakh UT	DoT	I/12975/2023 dt. 08.08.2023	₹ 6,07,20,000
8.	Madhya Pradesh	MPTB	5172/Plg/MPTB dt. 04.08.2023	₹ 5,77,50,000
9.	Meghalaya	DoT	50/2022/Pt/22 dt. 02.08.2023	₹ 5,54,40,000

Sn	State/UT	SIA	Letter No & Date	Amount (in ₹, excl. GST)
10.	Mizoram	DoT	B.11014/3/2023-Tour dt. 10.08.2023	₹ 5,67,14,090
11.	Nagaland	NTB	Trsm- CSS/35/21/2023/268 dt 23.08.2023	₹ 5,25,80,000
12.	Punjab	PHTPB	PHTPB/2023/2313 dt- 18.08.2023	₹ 5,77,50,000
13.	Rajasthan	DoT	F.19(326) DT/CSS/2022/8527	₹ 5,23,60,000
14.	Sikkim	DoT	DOT & CAV/593 dt. 31.07.2023	₹ 6,00,60,000
15.	Tamil Nadu	TTDC	2710800/T1-2/2022 dt 10.08.2023	₹ 4,62,03,300
16.	Telangana	TSTDC	332/T&PMU/A1/2022 dt 14.08.2023	₹ 4,49,83,510
17.	Tripura	TTDC	F.2(310)- PI/TT/2022/5143-44 dt. 04.08.2023	₹ 6,00,60,000
18.	Uttar Pradesh	UPSTD C	I/371230/2023 dt 18.08.2023	₹ 5,72,00,000
19.	Uttarakhand	UTDB	147/2-6-1443/2023 dt 14.08.2023	₹ 5,77,50,000

6. As per the guidelines of the Scheme, 4% of the total outlay has been kept for the State. The Mission Directorate in its meeting held on 11.07.2023 had considered and recommended following instalments for release of funds for PDMC engagement:

S no	Instalment No.	Condition Precedent	Amount to be Released
1	1 st	On signing of agreement with selected PDMC	30% of the PDMC Agreement and travel reimbursement
2	2 nd	Utilization of minimum 75% of 1 st instalment	35% of the PDMC Agreement and travel reimbursement
3	3 rd	Utilization of 100% of 1 st instalment and minimum 75% of 2 nd instalment	30% of the PDMC Agreement and travel reimbursement

S no	Instalment No.	Condition Precedent	Amount to be Released
4	4 th	Utilization of 100% of 1 st & 2 nd instalment, minimum 75% of 3 rd instalment and onboarding of O&M Operator	5% of the PDMC Agreement and travel reimbursement

7. Central Sanctioning and Monitoring Committee may accordingly sanction funds for the States as per the details given in Para 5 and further release the first instalment of 30% to the State Implementation Agency.

Agenda 6.5 Meetings of Consultancy Monitoring Committee

1. In the 11th Mission Directorate, the draft Standard Operating Procedure (SOP) for PDMC Contract Management for uniformity and consistency across the State Governments/UT Administrations was presented and discussed.
2. The Ministry had accordingly vide O.M. No SD-8/3/2022-SD dated 31.07.2023 circulated the Standard Operating Procedure (SOP) for PDMC Contract Management to all States/UTs (copy enclosed). As per SOP, a Consultancy Monitoring Committee (CMC) has to review various aspects of the working of the PDMC:
 - (i). Monthly progress reports for releasing the payment
 - (ii). Deliverables
 - (iii). Substitution of Personnel
 - (iv). Travel Reimbursement
 - (v). Other related aspects
3. Following 7 State / UT have conducted meetings of the Consultancy Monitoring Committee:
 - (i). Chandigarh (UT)
 - (ii). Goa
 - (iii). Meghalaya
 - (iv). Rajasthan
 - (v). Tamil Nadu
 - (vi). Sikkim
 - (vii). Uttar Pradesh
4. All States are requested to hold regular meeting of the Consultancy monitoring Committee.

Agenda 6.6 Status of Deliverables of PDMCs

1. All PDMCs have submitted the inception report and the current status of submission of Maser Plans (Iteration-1) is as follows:

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
				Target Date
1	Karnataka	Hampi	Deloitte JV IBI	Submitted
2	Karnataka	Mysuru	Deloitte JV IBI	Submitted
3	Uttar Pradesh	Prayagraj	Deloitte JV IBI	Submitted
4	Uttar Pradesh	Naimisharanya	Deloitte JV IBI	Submitted
5	Uttarakhand	Pittoragarh	Deloitte JV IBI	Submitted
6	Uttarakhand	Champavat	Deloitte JV IBI	Submitted
7	Mizoram	Aizawl	Egis India	06- Sep
8	Mizoram	Champhai	Egis India	06-Sep
9	Andhra Pradesh	Gandikota	INI Design	Submitted
10	Andhra Pradesh	Arakku-Lambassingi	INI Design	Submitted
11	Goa	Porvorim	INI Design	Submitted
12	Goa	Colva	INI Design	Submitted
13	Gujarat	Dholavira	INI Design	Submitted
14	Gujarat	Dwarka	INI Design	Submitted
15	Kerala	Kumarakom	INI Design	Submitted
16	Kerala	Kozhikode (Beypore)	INI Design	Submitted
17	Meghalaya	Shillong	INI Design	Submitted
18	Meghalaya	Sohra	INI Design	Submitted
19	Madhya Pradesh	Gwalior	IPE Global	Submitted
20	Madhya Pradesh	Chitrakoot	IPE Global	Submitted
21	Rajasthan	Bundi	IPE Global	Submitted
22	Rajasthan	Jodhpur	IPE Global	Submitted
23	Sikkim	Gangtok	IPE Global	Submitted
24	Sikkim	Gyalshing	IPE Global	Submitted

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
				Target Date
25	Tripura	Agartala	IPE Global	Submitted
26	Tripura	Unakoti	IPE Global	Submitted
27	Chandigarh UT	Chandigarh	L&T JV PWC	8-Sept
28	Puducherry UT	Puducherry	L&T JV PWC	Submitted
29	Puducherry UT	Karaikal	L&T JV PWC	Submitted
30	Punjab	Amritsar	L&T JV PWC	Submitted
31	Punjab	Kapurthala	L&T JV PWC	Submitted
32	Tamil Nadu	Mamallapuram	L&T JV PWC	Submitted
33	Tamil Nadu	The Nilgiris	L&T JV PWC	Submitted
34	Telangana	Bhongir	L&T JV PWC	Submitted
35	Telangana	Ananthgiri	L&T JV PWC	Submitted
36	Arunachal Pradesh	Mechuka	Voyants JV IDecK	Submitted
37	Assam	Jorhat	Voyants JV IDecK	Submitted
38	Assam	Kokrajhar	Voyants JV IDecK	Submitted
39	Ladakh UT	Leh	Voyants JV IDecK	Submitted
40	Ladakh UT	Kargil	Voyants JV IDecK	Submitted
41	Nagaland	Niuland	WAPCOS	11-Sep
42	Nagaland	Chumoukedima	WAPCOS	11-Sep

2. Mission Directorate is monitoring the progress of the submission of deliverables. PDMCs have also been guided regarding including various interventions in terms of end-to-end tourist experience zones including tourist experience management agencies for sustainable operation and management of the proposed experiences.
3. States/ UT to review the deliverables from PDMCs taking into account the observations shared and guidance notes on Master Plan Strategy & Action Plan and DPR Package 1 and as per revised template.

Agenda 6.7 Review of Shortlisted Experiences for DPR Package -1

1. Based on the review of interventions suggested in the Master Plans (Iteration-01) presented by various PDMCs for various destinations, the following experiences have been shortlisted for end-to-end tourist experience improvement as per guidance note issued:

Sno	Destination	Shortlisted Experiences
(i).	Mysuru, Karnataka	1. Ecological Experience Zone
		2. Tonga ride Heritage experience zone
(ii).	Hampi, Karnataka	3. Setting up of 'Traveller nooks' at Hampi
(iii).	Pithoragarh, Uttarakhand	4. Vibrant Village Cluster Experience at Gunji
(iv).	Champavat, Uttarakhand	5. Eco and Wellness arena
(v).	Bhongir, Telangana	6. Bhongir Fort experiential Zone
(vi).	Amritsar, Punjab	7. Border Tourism Experience at Attari
(vii).	Sohra, Meghalaya	8. Meghalayan Age Cave Experience
		9. Waterfall Trails experience
(viii).	Leh, Ladakh UT	10. Julley Leh Biodiversity Park
		11. Winter Sports Arena at Leh lake
(ix).	Shillong, Meghalaya	12. Police Bazaar-Wards Lake Culture Zone
		13. Polo Precinct Area (Convergence with Smart City Mission)
(x).	Gangtok, Sikkim	14. MG road alleyway experience
		15. Gangtok Cultural Village
(xi).	Mamallapuram, Tamil Nadu	16. Immersive experience at Shore Temple
(xii).	Agartala, Tripura	17. Tea Tourism experience at Kamalasagar Tea Garden
		18. Tripura Heritage Village experience

Sno	Destination	Shortlisted Experiences
(xiii).	Jorhat, Assam	19. Reimagining Cinnamara Tea Estate
(xiv).	Kapurthala, Punjab	20. Eco Tourism experience at Kanjili wetland

2. Mission Directorate has reviewed these projects/ interventions proposed in the Master Plan along with block costs.
3. CSMC may approve the proposed projects/ interventions in principle so that the detailed project reports may be submitted for approval.

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi


File no. SD-8/15/2020-SD- Part(1)

Dated 06.04.2023

Subject:- Circulation of the proceedings of the 5th Meeting of the 'Central Sanctioning and Monitoring Committee' under Swadesh Darshan 2.0 held on 22.03.2023 in the chairmanship of Secretary (Tourism)

Reference is invited to the 5th meeting of the 'Central Sanctioning and Monitoring Committee (CSMC)' under Swadesh Darshan 2.0 held on 22.03.2023 in the chairmanship of Secretary (Tourism).

2. I am directed to enclose the proceedings of the said meeting for kind perusal.


(Uttank Joshi)
Asstt. DG

Encl.:- As above.

To

- (i) The Secretary (Ministry of Culture/ Civil Aviation/ Housing and Urban Affairs/ Road Transport & Highways / Ministry of External Affairs / CEO, NITI Aayog/ Chairman, Railway Board
- (ii) Financial Advisor, Ministry of Tourism
- (iii) Addl. Secretary, Ministry of Tourism
(Incharge of Swadesh Darshan scheme)
- (iv) Principal Secretary, Deptt. of Tourism, **State/ UT of Himachal Pradesh/ Manipur/ Jammu & Kashmir / Jharkhand**

Copy to:-

- (i) PS to Secretary, Ministry of Tourism, New Delhi
- (ii) Regional Directors (India Tourism Delhi/ Mumbai/ Kolkata/ Chennai/ Guwahati)
- (iii) National Programme Management Unit, Swadesh Darshan Scheme

Proceedings of the 5th meeting of Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 22/03/2023 at 4 00 PM.

Agenda 5.1 Leave of Absence

Additional Secretary, Ministry of Tourism welcomed the participants to the meeting. The list of attendees is given in **Annexure 1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 5.2 Confirmation of the proceedings of the second meeting

The proceedings of the fourth meeting of the CSMC held on 5th Jan 2022 were circulated vide OM no. SD-8/15/2020-SD to all the members. The same were confirmed.

Agenda 5.3 Swadesh Darshan 2.0- Destination Centric Approach

1. The members were informed of the background of revamping Swadesh Darshan Scheme launched in 2015 as Swadesh Darshan 2.0 by the Ministry of Tourism and the guidelines of the Scheme were already circulated to all the members.
2. It was emphasised that SD 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 and tourist centric scheme.
3. The members were explained about the Ministry's intent towards Destination Centric Approach under Swadesh Darshan 2.0, covering the following major points:
 - (i) Defining destination
 - (ii) Setting up Destination Management Organization
 - (iii) Data driven destination management
 - (iv) Destination Master Plan
 - (v) Destination Marketing
 - (vi) Destination Based skilling
 - (vii) Adopt the Destination
 - (viii) Attracting Private investment
 - (ix) Improving Cleanliness and Hygiene at the Destination

Agenda 5.4 Selection & Approval of Destinations

1. The Committee noted that four State Perspective Plans of the following States have been appraised/ evaluated by the Ministry in the 9th meeting of the Mission Directorate held on 3rd February 2023 through National Program Management Unit for the following States:
 - (i) Himachal Pradesh
 - (ii) Jammu & Kashmir
 - (iii) Jharkhand
 - (iv) Manipur
2. The Committee deliberated on the recommendations of Mission Directorate regarding shortlisting of one destination for each State based on the appraisal/ evaluation of the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view that the limit of 55 destinations to be taken up under the scheme. The Committee accordingly approved the recommendations of the Mission Directorate for taking up the following destinations for development under Swadesh Darshan 2.0:
 - (i). Himachal Pradesh**
Pong Dam
 - (ii). Jammu & Kashmir**
Basholi
 - (iii). Jharkhand**
Chandil
 - (iv). Manipur**
Moirang (Bishnupur)
3. The Committee further noted that the requests of the States for additional destinations may be examined by Mission Directorate in consultation with the State Governments.
4. Secretary (Tourism) requested all the Ministries to provide their support and assistance for development of the selected destinations particularly

Ministries of Civil aviation, Railways and Road transport and Highways to improve the connectivity to the identified destinations.

Agenda 5.5 Next Steps for the Development of the Destinations

1. The Committee in the last meeting was informed about the empanelment of PDMCs, RFP for inviting proposals centrally and the next steps were accordingly approved by the Committee for appointment of PDMCs.
2. Accordingly, the Ministry had centrally invited proposals in respect of 19 States/ UTs for selection of PDMCs. A Committee under Additional Secretary (T) and comprising of MOT officials, IFD representatives, State representatives and representatives from IITM and ITDC was constituted for evaluation of the proposals for the respective States.
3. The Evaluation Committee recommended following agencies for different States in Phase 1 and letters dated: 14/03/23 have been issued by the Ministry to the PDMCs and the States

Sn	State/UT	Selected PDMC
1	Andhra Pradesh	INI Design Studio Pvt Ltd.
2	Arunachal Pradesh	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
3	Assam	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
4	Bihar	Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
5	Goa	INI Design Studio Pvt Ltd.
6	Gujarat	INI Design Studio Pvt Ltd.
7	Karnataka	Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
8	Kerala	INI Design Studio Pvt Ltd.
9	Ladakh UT	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
10	Meghalaya	INI Design Studio Pvt Ltd.
11	Mizoram	Egis India Consulting Engineers Pvt Ltd.
12	Puducherry UT	L&T Infra Engineering JV PwC Pvt Ltd.
13	Rajasthan	IPE Global Ltd.
14	Tamil Nadu	L&T Infra Engineering JV PwC Pvt Ltd.

4. The formal consent of the States and further action is being pursued by the Ministry. Once the formal consent and proposal is received from the States, the Ministry will process the cases for issuance of financial sanction in respect of each State.

5. It was further informed that the Ministry has released the RFP No: SD-8/3/2022 dated 14.03.2023 for 10 States/ UTs under Phase II. The other States/ UTs will be covered in the next round.
6. The Committee noted the current status and the next steps planned for selection of PDMCs and approved the same with the direction to expedite engagement of PDMCs in consultation with the States. It was further suggested that the States may be asked to complete the preparatory work for the preparation of master plans and DPRs so that PDMCs can complete the tasks as per the timeline.

List of Participants**1. Central Government Ministries**

Sn.	Ministry	Name of Participant	Designation
1.	NITI Aayog	Avinash Mishra	Advisor
2.	Culture	Arvind Kumar	Director
3.	Civil Aviation	Mrityunjaya Sharma	Director
4.	Housing and Urban Affairs	Dinesh Kapila	Economic Advisor
5.	Road Transport	L Behera	Superintending Engineer
6.	External Affairs	No Participation	
7.	Railway Board	Jawed Ansari	DD (Tourism)

2. States/ UT

Sn.	State/UT	Name	Designation
1.	Himachal Pradesh	Amitabh Kashyap	Director
2.	Manipur	PK Jha	Secretary
3.	Jammu & Kashmir	Dr. Syed Abid Rasheed Shah	Secretary
4.	Jharkhand	Anjali Yadav	Director

3. Ministry of Tourism

Sn.	Name	Designation
1.	Rakesh Kumar Verma	Additional Secretary
2.	Prashant Ranjan	Director
3.	Haridasan Pillai	Director
4.	Uttank Joshi	Asst. Director General
5.	Faisal Khan	Member, NPMU
6.	Karishma Yadav	Member, NPMU
7.	Aravind Viswanathan	Member, NPMU
