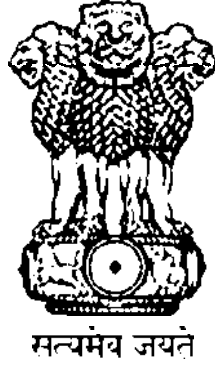


Agenda
for
the Second meeting of Central Sanctioning Monitoring Committee
(Swadesh Darshan Scheme 2.0)



Date: 10/10/2022

Time: 12 30 PM

Ministry of Tourism
Government of India

Agenda for the second meeting of the Central Sanctioning Monitoring Committee under Swadesh Darshan Scheme 2.0 to be held on 10/10/2022 at 12 30 PM.

Index

Agenda 2.1	Leave of Absence.....	3
Agenda 2.2	Confirmation of the proceedings of the first meeting	4
Agenda 2.3	Swadesh Darshan 2.0 – Destination Centric Approach.....	5
Agenda 2.4	Selection and Approval of the Destinations	6

Agenda 2.1 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 Andhra Pradesh, Haryana, Mizoram, Bihar, Uttar Pradesh, and Maharashtra	Special Invitees

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

Agenda 2.2 Confirmation of the proceedings of the first meeting

1. The proceedings of the first meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD dated 16/9/2022 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 first meeting of CSMC.

Agenda 2.3 Swadesh Darshan 2.0 – Destination Centric Approach

1. 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.
2. A presentation covering various aspects of destination centric development will be presented in the meeting:
 - (i) Defining Destination
 - (ii) Destination Management Committee (DMC) under District Collector
 - (iii) Data Driven Destination Management: Destination Profiling, Baseline KPI and quarterly measurement, Destination Dashboard:
 - (iv) Destination Master Plan
 - (v) Destination Marketing
 - (vi) Destination Digitalization
 - (vii) Destination Based Skilling
 - (viii) Adopt the Destination
3. Members may provide suggestions for further strengthening the destination development and convergence.

Agenda 2.4 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 review of the Scheme by PMO.
4. In the 1st meeting of the CSMC held on 6th September 2022, Seven State Perspective Plans and 2 UTs were reviewed. 16 destinations were approved as recommended by Mission Directorate under Swadesh Darshan 2.0.
5. Subsequently, six State Perspective Plans of the following States have been appraised/ evaluated by the Ministry through National Program Management Unit for Swadesh Darshan 2.0:
 - (i) Haryana
 - (ii) Andhra Pradesh
 - (iii) Mizoram
 - (iv) Maharashtra
 - (v) Uttar Pradesh

- (vi) Bihar
6. 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.
7. The appraisal/ evaluation report was reviewed in the 5th meeting of the Mission Directorate held on 09thSeptember 2022. Proceedings of the meeting are attached as **Annexure-2**.Following recommendation shave been made in this regard:
- (i). Mizoram**
Aizawl and Champhai wererecommended.
- (ii). Uttar Pradesh**
Prayagraj and Jhansi were recommended.
- (iii). Maharashtra**
Sindhudurg and Ajanta-Ellora were recommended.
- (iv). Bihar**
Gaya and Nalanda were recommended.
- (v). Andhra Pradesh**
Gondikota and Arakku-Lambassingi were recommended.
- (vi). Haryana**
Panchkula (Morni Hills) and Kurukshetra were recommended. However, in respect of Kurukshetra, the state mentioned that various development works arealready being executed in Kurukshetra. The State requested to instead consider Faridabad in SD 2.0.

The destination has accordingly been re-examined. Kurukshetra, world famous destination known for epic Mahabharata, has great potential to be positioned as Global Heritage Destination taking advantage of the recent developmental activities, mythological significance and strategic importance. Kurukshetra was also Identified in the indicative list of destinations that were recommended with PMO.

Through SD 2.0, Kurukshetra could focus on a developing a robust tourist ecosystem which greatly enhances the visitor's experience

through complete digitisation of services, effective destination management, creating additional experiential products which improves the overall economy of the destination and creates a visible impact.

Whereas the proposal to develop Adventure sports near Damdama at Faridabad is at a very nascent stage and could be treated as a project and not a holistic destination development.

Kurukshetra is accordingly recommended as second destination as appraised and evaluated by NPMU.

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

**Government of India
Ministry of Tourism
(Swadesh Darshan Division)**

**Transport Bhawan,
1, Parliament Street,
New Delhi**

File no. SD-8/15/2020-SD

Dated 16.09.2022

Subject:- Circulation of the proceedings of the 1st meeting of the Central Sanctioning and Monitoring Committee under Swadesh Darshan 2.0 held on 06.09.2022 in the chairmanship of Secretary (Tourism)

Reference is invited to the 1st meeting of the Central Sanctioning and Monitoring Committee under Swadesh Darshan 2.0 held on 06.09.2022 in the chairmanship of Secretary (Tourism).

2. In this connection, 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) Director General, Ministry of Tourism
- (iii) Financial Advisor, Ministry of Tourism
- (iv) Addl. Secretary, Ministry of Tourism
(Incharge of Swadesh Darshan scheme)
- (v) Principal Secretary, Deptt. of Tourism, **State/ UT of Puducherry/Madhya Pradesh/ Meghalaya/ Punjab/ Tamil Nadu/ Tripura/ Kerala/ Chandigarh/ Lakshadweep**

Copy to:-

- (i) PS to Secretary, Ministry of Tourism, New Delhi
- (ii) National Programme Management Unit, Swadesh Darshan Scheme

Government of India
Ministry of Tourism
(File no. SD-8/15/2020-SD)

Subject:- Proceedings of the 1st meeting of the Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 06/09/2022 at 4.00 PM

Agenda 1.1 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 1.2 Overview of Swadesh Darshan Scheme 2.0

1. The Committee was 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 the 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 centric and tourist centric scheme.
3. A presentation on the salient features of Swadesh Darshan 2.0 scheme covering the key reforms was made in the meeting:

(i) Broad basing of Central Sanctioning and Monitoring Committee

Since tourism is a cross cutting sector, collaboration with allied sectors is crucial to achieve optimum development. Accordingly, the Central Sanctioning and Monitoring Committee has been broad-based by including Ministries of Culture, Civil Aviation, Road Transport and Highways, Railways, Housing and Urban Affairs, External Affairs to bring in synergy in the efforts to develop the tourist destinations.

(ii) State level Institutional Structure for the Scheme

A three-tier institutional structure has been formulated at the State level to further streamline the efforts in speedy implementation and monitoring of the projects. Both Central and State level committees will play a crucial role in coordination and oversight of the destinations sanctioned, ensure speedier resolution of issues, and facilitate steps to make holistic development of destinations.

(iii) Strategic Destination Selection

Under Swadesh Darshan 2.0, development of 2-3 destinations per state will be taken up to ensure holistic planning, better implementation, and more visible impact. Strategic selection of destinations will be crucial based on the key attributes of tourism theme and offerings of destination, connectivity, current tourism ecosystem and future potential. The scheme is a destination centric and tourist centric scheme.

(iv) Detailed benchmarking and gap analysis of destination

While implementation of the project, benchmarking and detailed gap assessment of the destination will be undertaken based on carrying capacity, connectivity, tourism infrastructure, tourism activities, skill development, safety for the visitors and marketing and promotion of the destination. This will ensure sustainable development of destination, engaging visitors for longer duration and placement of the destination as model tourism destination.

(v) Focus on both Hard and Soft Interventions

Destination development will undertake both hard and soft interventions at the selected destination. Hard interventions like tourism core products, tourism activities and services, health, safety & sanitation, site infrastructure and circulation and traffic will be undertaken. Soft interventions will include tourism facilitation services, capacity building, content digitalization and Marketing & Promotion of the destination.

(vi) Strengthening of Project Implementation and Monitoring

Strong focus will be given on Strengthening of Project Implementation and Monitoring for destination clearance, timely reporting on progress and completion. Each State will have destination management committee under district magistrate, will

take preconstruction clearances and will have design and planning consultant. Beside this all the projects will be online monitored (e.g., SPP were accepted online), handholding & capacity building workshops will be done at destination and based on the performance of the destination incentives will be awarded to the states.

(vii) Sustainable Operations and Maintenance

Under Swadesh Darshan 2.0 operations and maintenance will be an essential part of planning and development. There will be a firm strategy to take care of the assets created at the destination. Public private partnership will be encouraged in the operations and management of the assets.

(viii) Promotion & Marketing

Marketing and Promotion of the destination will be the prime focus of the Scheme. Activities like Brand creation, website / mobile App for the destination, marketing content, digital promotion will be undertaken under soft intervention at the destination.

(ix) Impact Assessment

Impact assessment of the destination will be measured with market research like footfall, overnight stays, tourist experience and the employment generated for the indigenous community.

4. All the Ministries were accordingly requested to provide their support and assistance for development of the selected destinations under the Scheme. All the States were requested to accordingly sensitize their teams with the key reforms and vision of Swadesh Darshan 2.0 scheme for development of sustainable and responsible destinations.

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

1. As a collaborative approach, a tri-partite memorandum of understanding will be signed by and amongst Ministry of Tourism, State & Destination for development of selected destinations as a sustainable and responsible tourist destination.
2. Destination Management Committees under District Collector will have crucial role in implementing this destination centric scheme. Collaboration with a wide cross section of tourism and hospitality stakeholders will be

required for destination profiling & measuring KPIs, visitor management system, enhancing visitor's experience, website and social media promotions, skill development, adoption of the heritage sites and improving safety and cleanliness at the destination.

3. It was further informed that the draft of the MOU is under finalization and the Ministry will sign MOUs with the States and selected destinations during tourism iconic week under AKAM commencing on 27th September 2022.

Agenda 1.4 Selection & Approval of Destinations

1. The Committee was informed that 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. The Committee was further informed that 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 in first phase. 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. It was further informed that the Ministry of Tourism 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. The Committee noted that Seven State Perspective Plans were appraised/ evaluated by the Mission Directorate through National Program

Management Unit for Swadesh Darshan 2.0 and the same were reviewed in the 4th meeting of the Mission Directorate held on 22nd August 2022:

- (i) Puducherry
- (ii) Madhya Pradesh
- (iii) Meghalaya
- (iv) Punjab
- (v) Tamil Nadu
- (vi) Tripura
- (vii) Kerala

5. The Committee deliberated on the recommendations of Mission Directorate regarding shortlisting of two destinations 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 the overall objective of developing sustainable and responsible tourism destinations 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). Puducherry UT**
Puducherry & Karaikal
- (ii). Madhya Pradesh**
Khajuraho & Gwalior.
- (iii). Meghalaya**
Shillong & Sohra
- (iv). Punjab**
Amritsar & Kapurthala
- (v). Tamil Nadu**
Mamallapuram & the Nilgiris
- (vi). Tripura**
Agartala & Unakoti
- (vii). Kerala**
Kumarakom & Kozhikode (Bey pore)
- (viii). Chandigarh UT**
Chandigarh
- (ix). Lakshadweep UT**

Lakshadweep

6. The Committee also noted the request of Madhya Pradesh for considering additional destination of Chitrakoot keeping in view State's size, past performance and vast tourism offerings for further consideration by the Ministry of Tourism.
7. The Committee also noted the request of Tripura for considering Dumbur lake for development keeping in view infrastructure works undertaken by the State for further consideration by the Ministry of Tourism.
8. The States were requested to organise first workshop at the selected destinations on 27th of September (World Tourism Day) with the tourism stakeholders and the local community to prioritize and ideate about the vision and roadmap for the development of destination.

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

Sn.	Name of Participant	Designation
Ministry of External Affairs		
1	Piyush Singh	Under Secretary
Ministry of Housing and Urban Affairs		
2	Shri. Ravi Prakash	Director
3	Shri P C Dhasmana	Director
4	Smt. Meenu Bajaj	Under Secretary
Ministry of Civil Aviation		
5	Shri. Mrityunjaya Sharma	Deputy Secretary
Railway Board		
6	Barjesh Dharmani	Executive Director/ Tourism & Catering.

2. States/ UT

Sn.	State/UT	Name	Designation
1.	Chandigarh	Roopesh Kumar IAS	Director, Tourism
2.	Kerala	Shri. Rajeev Kariyil	Planning Officer
3.	Lakshadweep	Dr. Rakesh Minhas IAS	Secretary Tourism
4.	Madhya Pradesh	Shri. Sheo Shekhar Shukla	Principal Secretary
5.	Meghalaya	Shri. R C Sohkhlet	Secretary
6.	Puducherry	Smt. P. Priyatarshny	Director
7.	Punjab	Shri. Santosh Chadha	Chief General Manager
8.	Tamil Nadu	Shri. Chander Mohan B	Principal Secretary
9.	Tripura	Shri Kiran Gitte	Secretary

3. Districts

Sn.	District	Name	Designation
1.	Karaikal	Shri Mohamed Mansoor	Collector
2.	Kapurthala	Shri Vishesh Sarangal	Collector
3.	Unnakoti	Shri U. K. Chakma	Collector
4.	Kozhikode (Beypore)	Dr. Narasimhugari T L Reddy	Collector
5.	Kottayam (Kumarakom)	Dr. P K Jayasree	Collector

4. Ministry of Tourism

Sn.	Name	Designation
1.	Kamala Vardhan Rao	Director General
2.	Rakesh Kumar Verma	Additional Secretary
3.	Shri. Prashant Ranjan	Director, Ministry of Tourism
4.	Shri Uttank Joshi	Asst. Director General, Ministry of Tourism
5.	Shri Ajit Pal Singh	Assistant Director, Ministry of Tourism
6.	Shri Faisal Khan	Member, NPMU
7.	Smt. Deepika Nagpal	Member, NPMU
8.	Shri Karishma Prasad	Member, NPMU
9.	Shri. Aravind Viswanathan	Member, NPMU


File no. SD-8/15/2020-SD (part I)
Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan
Parliament Street
New Delhi

Subject:- Proceedings of the 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 09/09/2022 at 10 30 AM

The 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 was held under the Chairmanship of Additional Secretary (Tourism) on 09/09/2022 at 10 30 AM.

2. In this connection, I am directed to attach proceedings of the said meeting for kind perusal.


(Uttank Joshi)
Asstt. DG

Encl.:- as above

To

1. The Secretary, Ministry of Culture/Housing & Urban Affairs/Environment & Forest/Civil Aviation/ Road Transport & Highways/Skill Development & Entrepreneurship/Railways
2. ACS/Principal Secretaries/ Secretaries, Dept. of Tourism,
State Governments of **Andhra Pradesh, Bihar, Haryana, Maharashtra, Mizoram & Uttar Pradesh**
3. The Deputy Secretary/ Under Secretary (F) Ministry of Tourism, N. Delhi.
4. The President, HAI/FHRAI/IATO.
5. The Director (SD), M/o Tourism, N. Delhi.
6. The Regional Director, India tourism, Delhi, Mumbai, Chennai, Kolkata, Guwahati.

Copy to:

- (i) PS to Addl. Secretary (Tourism), Ministry of Tourism, New Delhi
- (ii) M/s EY, NPMU (SD 2.0)

Government of India
Ministry of Tourism

Proceedings of the 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 09/09/2022 at 10 30 AM

Agenda 5.1 Leave of Absence

The 5th meeting of the Mission Directorate was held on 09/09/2022 at 10 30 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode. The list of attendees is given in Annexure-1. Leave of absence was granted to the members, who could not attend the meeting.

Overview of Swadesh Darshan Scheme 2.0

1. It was emphasised that the 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 centric and tourist centric scheme.
2. A presentation on the salient features of Swadesh Darshan 2.0 scheme covering the key reforms was made in the meeting:

(i) Broad basing of Central Sanctioning and Monitoring Committee

Since tourism is a cross cutting sector, collaboration with allied sectors is crucial to achieve optimum development. Accordingly, the Central Sanctioning and Monitoring Committee has been broad-based by including Ministries of Culture, Civil Aviation, Road Transport and Highways, Railways, Housing and Urban Affairs, External Affairs to bring in synergy in the efforts to develop the tourist destinations.

(ii) State level Institutional Structure for the Scheme

A three-tier institutional structure has been formulated at the State level to further streamline the efforts in speedy implementation and monitoring of the projects. Both Central and State level committees will play a crucial role in coordination and oversight of the

destinations sanctioned, ensure speedier resolution of issues, and facilitate steps to make holistic development of destinations.

(iii) Strategic Destination Selection

Under Swadesh Darshan 2.0, development of 2-3 destinations per state will be taken up to ensure holistic planning, better implementation, and more visible impact. Strategic selection of destinations will be crucial based on the key attributes of tourism theme and offerings of destination, connectivity, current tourism ecosystem and future potential. The scheme is a destination centric and tourist centric scheme.

(iv) Detailed benchmarking and gap analysis of destination

While implementation of the project, benchmarking and detailed gap assessment of the destination will be undertaken based on carrying capacity, connectivity, tourism infrastructure, tourism activities, skill development, safety for the visitors and marketing and promotion of the destination. This will ensure sustainable development of destination, engaging visitors for longer duration and placement of the destination as model tourism destination.

(v) Focus on both Hard and Soft Interventions

Destination development will undertake both hard and soft interventions at the selected destination. Hard interventions like tourism core products, tourism activities and services, health, safety & sanitation, site infrastructure and circulation and traffic will be undertaken. Soft interventions will include tourism facilitation services, capacity building, content digitalization and Marketing & Promotion of the destination.

(vi) Strengthening of Project Implementation and Monitoring

Strong focus will be given on Strengthening of Project Implementation and Monitoring for destination clearance, timely reporting on progress and completion. Each State will have destination management committee under district magistrate, will take preconstruction clearances and will have design and planning consultant. Beside this all the projects will be online monitored (e.g., SPP were accepted online), handholding & capacity building workshops will be done at destination and based on the

performance of the destination incentives will be awarded to the states.

(vii) Sustainable Operations and Maintenance

Under Swadesh Darshan 2.0 operations and maintenance will be an essential part of planning and development. There will be a firm strategy to take care of the assets created at the destination. Public private partnership will be encouraged in the operations and management of the assets.

(viii) Promotion & Marketing

Marketing and Promotion of the destination will be the prime focus of the Scheme. Activities like Brand creation, website / mobile App for the destination, marketing content, digital promotion will be undertaken under soft intervention at the destination.

(ix) Impact Assessment

Impact assessment of the destination will be measured with market research like footfall, overnight stays, tourist experience and the employment generated for the indigenous community.

3. All the Ministries were accordingly requested to provide their support and assistance for development of the selected destinations under the Scheme. All the States were requested to accordingly sensitize their teams with the key reforms and vision of Swadesh Darshan 2.0 scheme for development of sustainable and responsible destinations.

Tri-partite MoU by and amongst MOT, State & Destination

1. As a collaborative approach, a tri-partite memorandum of understanding will be signed by and amongst Ministry of Tourism, State & Destination for development of selected destinations as a sustainable and responsible tourist destination.
2. Destination Management Committees under District Collector will have crucial role in implementing this destination centric scheme. Collaboration with a wide cross section of tourism and hospitality stakeholders will be required for destination profiling & measuring KPIs, visitor management system, enhancing visitor's experience, website and social media promotions, skill development, adoption of the heritage sites and improving safety and cleanliness at the destination.

3. It was further informed that the draft of the MOU is under finalization and the Ministry will sign MOUs with the States and selected destinations during tourism iconic week under AKAM commencing on 27th September 2022.

Agenda 5.2 Review of State Perspective Plans and Shortlisting of Destinations

1. NPMU presented their appraisal of 6 SPPs in respect of the States, which were invited for the meeting. The key parameters of appraisal and evaluation are as follows:

A. Compliance with guidelines regarding institutional structure

#	Item
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?

B. Compliance with the template provided for SPP

#	Name of the Field
1	State Tourism Profile
2	Policy Environment
3	Product Development and Partnership with Private Sector
4	Quality Certification Schemes
5	Tourism Statistics
6	Digitisation of Tourism Information
7	State Performance in implementation of SD 1.0

C. Performance of State/UTA in SD 1.0

#	Item
1	Were any project(s) sanctioned in Swadesh Darshan 1.0
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?

#	Item
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?

2. Detailed appraisal of the six SPPs as per above parameters in respect of the following States are enclosed as **Annexure-2**:

- (i) Haryana
- (ii) Andhra Pradesh
- (iii) Mizoram
- (iv) Maharashtra
- (v) Uttar Pradesh
- (vi) Bihar

3. Based on 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, NPMU presented the two shortlisted destinations for each State covering the following aspects:

#	Item
1	Major tourism attractions, offerings and themes
2	Connectivity by Air, Rail and Road including local travel
3	Connectivity to any tourist circuit
4	Current tourism eco system
5	Future tourism potential

4. Based on the deliberations held during the meeting following recommendations are being made:

1. Haryana

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Kurukshetra and Panchkula were recommended for development under SD 2.0 as per the appraisal report.

The State mentioned that the phase 2 of Krishna circuit is being funded under the State plan in Kurukshetra and various projects such as Virat

Swaroop & Museums are being developed. The State requested to instead consider Faridabad in SD 2.0 to develop it as Adventure destination.

It was informed that SD 2.0 is not only about creating facilities but planning, developing and managing sustainable and responsible tourist destinations, which includes several aspects of coordination, synergy and development at the destination level, which may be considered for Kurukshetra. NPMU was accordingly asked to re-examine Kurukshetra vis-à-vis Faridabad.

2. Andhra Pradesh

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Gandikota and Arakku (Lambasingi) were recommended.

3. Mizoram

The SPP was found in order and there were no observations. Two shortlisted destinations of Aizawl and Champhai were recommended.

4. Maharashtra

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Sindhudurg (Nivti) and Ajanta-Ellora were recommended.

5. Uttar Pradesh

State informed that Steering Committee and Mission Directors have already been notified and assured that the observations on SPP will be complied with. Two shortlisted destinations of Prayagraj and Jhansi were recommended.

6. Bihar

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Gaya and Nalanda were recommended.

Annexure 1: List of Participants

1. List of participants from Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Railway	Barjesh Dharmani	Dy. Director, Railway Board
2.	Housing and Urban Affairs	Ravi Prakash Meenu Bajaj	Director Under Secretary
3.	Civil Aviation	Mritunjaya Sharma	Dy. Secretary
4.	Road Transport and Highways	Lalatendu Behera A Maulik	SE(PL) EE (PL)

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	HAI	Charulata Sukhija	Deputy Secretary General
2.	FHRAI	Abhishek Kumar	Assistant Secretary General

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Haryana	MD Sinha IAS	Pr. Secretary, Tourism
2.	Andhra Pradesh	CSN Murthy	Chief Engineer, APTDC
3.	Mizoram	V Lalengmawia	Addl. Secretary, Tourism
4.	Maharashtra	Vinay Vardhane	Ex. Engineer, MTDC
5.	Uttar Pradesh	Vimlesh Kumar Audichya	Dy. Director, Tourism
6.	Bihar	Kanwal Tanuj	Addl. Secretary, Tourism

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Prashant Ranjan	Director
2.	R L Gupta	Under Secretary
3.	Uttank Joshi	Asstt. Director General
4.	Ajit Pal Singh	Assistant Director
5.	Pawas Prasoon	Assistant Director
6.	Faisal Khan	Member, NPMU
7.	Deepika Nagpal	Member, NPMU
8.	Aravind Viswanathan	Member, NPMU

Annexure A
Evaluation/ Appraisal
of Perspective Plans submitted by States and Union Territories
under Swadesh Darshan 2.0

Name of the State/ UT: Haryana

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	No	To be constituted by the State and notification to be shared with MoT
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	Yes	Notification shared with MoT

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Kurukshetra (Spiritual)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	Yes	All Projects are physically complete
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	State to submit completion certificate within 1 month of completion of the project which is awaited till date.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of project which is awaited till date.

#	Item	Yes/ No	Comments
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	State to furnish the details in the O&M portal

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Kurukshetra

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Well known sacred destination as per Hindu Mythology linked to epic Mahabharata • Brahma Sarovar, Jyoti Sagar, the Museum of Krishna and Sheik Chilli's Tomb are the major attractions
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It is located over a 100 Km from Chandigarh and Delhi airports and is connected by road via NH 1 • It is also well connected by rail
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> ▪ Kurukshetra is part of a spiritual circuit connecting places associated with Lord Krishna connecting nearby districts of Karnal, Kaithal and Jind
4	Current tourism eco system	<ul style="list-style-type: none"> • Destination is already part of established religious tourism/itinerary with large number of temples, historical sites and museums associated with Mahabharata era. • Destination already attracts a huge footfall average of 19.7 lakh tourists annually (with 82,000 being foreign tourists) and has nearly 107 accommodation units including 7 classified star hotels.

5	Future tourism potential	<ul style="list-style-type: none"> • Major attractions of cultural & heritage importance shall be exhibited through use of high value tourism embellishments such as mythological theme parks with AR/VR add-ons. • There are various annual fairs/festivals hosted at Kurukshetra such as Saraswati Mahotsava, Kurukshetra ki Ashtkoshi Parikrama, Shivratri mela, Holi Mela, etc. which has potential to attract even large number of tourists
---	--------------------------	--

Name of the Second Shortlisted Destination: Panchkula

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Panchkula has one of the planned cities in India with systematic layout, wide roads adorned with beautiful trees and buildings • It also has thick forest cover and Morni Hills, along the offshoots of Shivalik Range of the Himalayas is known for many picturesque spots for sight-seeing. • Pinjore Gardens, Mansa Devi Temple and Chandi Devi Temple are other attractions
2	Connectivity by Air, Rail and Road including local travel	It forms a part of the tri- city area i.e. Panchkula, Chandigarh and Mohali, hence very well connected by all major modes of transport
3	Connectivity to any tourist circuit	Chandigarh, Mohali and Panchkula forms Tri city
4	Current tourism eco system	Destination attracts footfall average of 8.23 lac tourists annually (majorly domestic tourists) and has nearly 108 accommodation units including 2 classified star hotels.
5	Future tourism potential	Destination can also serve as gateway to Himachal Pradesh and Punjab. Many unexplored attractions could be developed under SD 2.0 such as camping and water sports activities at Kaushayala dam which is also the prime focus by the State.

Name of the State/ UT: Andhra Pradesh

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	No	To be constituted by the State and notification to be shared with MoT
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	No	To be notified by the State and notification to be shared with MoT

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Kakinada (Eco) 2. Nellore (Coastal) 3. Amaravati (Buddhist)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	Yes	All Projects are physically complete.
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	State to submit completion certificate within 1 month of completion of the project. State has submitted for 2 out of 3 projects.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of the project State has submitted for 2 out of 3 projects. However, State to submit O&M detail for 1 project by 31 st Sept. 2022.
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	Yes	Submitted vide their letter dt. 20.07.2022.

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Gandikota

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Gandikota is a Vijayanagara dynasty era settlement which also has the Grand Canyon and historic forts
2	Connectivity by Air, Rail and Road including local travel	The destination is about 70 km from the Kadappa airport and is well connected to Bengaluru and Tirupati via NH 44
3	Connectivity to any tourist circuit	It forms part of the weekend gateway travel from Bengaluru connecting other destinations such as Puttaparthi, Horsley hills and Tirupati
4	Current tourism eco system	<ul style="list-style-type: none"> • Despite meagre facilities for tourist's accommodation with only 1 accommodation unit, there's footfall average of 5.2 lac tourists annually (majorly domestic) • Currently, adventure seeking tourists visit this place for rock climbing, trekking and kayaking activities
5	Future tourism potential	<ul style="list-style-type: none"> • Tourism potential of this destination with spectacular views can be leveraged by augmenting stay facilities and allied tourism embellishments • State Government has developed 1 resort and Adventure Sports academy. State have also allocated land to Oberoi group for development of resort under PPP mode. • Ropeway project and tourism infrastructure projects are also under implementation.

Name of the Second Shortlisted Destination: Arakku - Lambasingi

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Popular hill station in Alluri Sita Rama Raju district in the eastern ghats having tribal hamlets, coffee plantations, caves, waterfalls and natural landscapes. Lambasingi is the emerging prime attraction in the region and is popular as the "Kashmir of Andhra"
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • Paderu is the dist. Head quarters and is equidistant from Arakku and Lambasingi by about 40 km. • Arakku is about 70 km from Visakhapatnam and is connected via Train and Bus services from the city. • A new Vista dome service operates from Vizag daily to Arakku
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> • Arakku-Koraput (Odisha) is a tribal belt and emerging ecotourism circuit in the region • The hill station is largely visited as a one day visit destination • There are many attractive tourist destinations such as Tribal Museum, Kothapalli waterfalls, Kondakarla Bird Sanctuary and Thajangi Reservoir
4	Current tourism eco system	<ul style="list-style-type: none"> • Tourists visit this place for experiencing snowfall and beautiful sunrise. Coffee plantations and Strawberry farms • The average footfall is only 4.4 lac tourists annually (1,500 foreign tourists) and has nearly 45 accommodation units.
5	Future tourism potential	<ul style="list-style-type: none"> • The destination has further potential for development of Culture & Heritage Tourism. • Destination has wide scope for Eco-Tourism owing to its climate which also reaches sub-zero temperature. With development of good tourism infrastructure, potential of this destination can be harnessed better.

Name of the State/ UT: Mizoram

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	Yes	-
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	Yes	-

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Aizawl (Eco) 2. Thenzawl (North East)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	State to submit completion certificate within 1 month of completion of the project. 1 out of 2 project completed
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	Yes	Submitted vide letter dt. 22.06.2021.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	Submitted vide letter dt. 10.02.2020.
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	Yes	Submitted vide letter dt. 17.06.2022.

D. Shortlisting of Two Destinations for each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Aizawl

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Aizawl, the capital city of Mizoram is also its top tourism destination offering variety of cultural, heritage and ecotourism activities. Attractions include Tamdil Lake, Solomon Temple, Dutlang hills and Phulpui.
2	Connectivity by Air, Rail and Road including local travel	Being the state capital, it is well connected through air with a national airport and by road through National Highway 6.
3	Connectivity to any tourist circuit,	The destination is part of North-East circuit being developed by Ministry of Tourism connecting Chatlang, Tural and Zote
4	Current tourism eco system	Destination attracts footfall average of 6,200 tourists annually (majorly domestic tourists) and has nearly 37 accommodation units including 2 classified star hotels.
5	Future tourism potential	A lot of festivals unique to the state is celebrated with much fanfare at Aizawl and is planned to be upscaled by showcasing rich tribal cultural extravaganza and handicrafts

Name of the Second Shortlisted Destination: Champhai

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Champhai located on the eastern part of the State bordering Myanmar offers variety of adventure and eco-tourism activities.
2	Connectivity by Air, Rail and Road including local travel	It is located at an overnight journey from Aizawl through National Highway 6
3	Connectivity to any tourist circuit	Currently it is an exclusive destination and is not frequently visited in circuits by the tourists
4	Current tourism eco system	Destination attracts footfall average of 4,900 tourists annually (majorly domestic tourists) and has nearly 10 accommodation units.
5	Future tourism potential	Champhai is one of the oldest place which Mizo people occupied and is rooted . There are many historical monuments at champhai like – Mangkhaia lung, Lungverh, Chhura farep, Mura puk, Sikipui lung etc. which needs to be exhibited

#	Item	Remarks
		better to attract tourists from other parts of the country. Champhai also provides an opportunity to develop border tourism since it has many picturesque viewpoints which provides sight of Myanmar.

Name of the State/ UT: Maharashtra

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	No	To be constituted by the State and notification to be shared with MoT
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	No	To be notified by the State and notification to be shared with MoT

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	Number of Travel Agents/Tourist Guides not provided in Section 7.2
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Sindhudurg (Coastal) 2. Waki (Spiritual)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	1 out of 2 projects physically completed
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	State to submit completion certificate within 1 month of completion of the project.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of the project
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	State to furnish the data through the online portal

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Nivti

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Less explored beaches of Nivati & Bhogwe where dolphins and whales can be sighted. • Nivti fort and Sindhudurg fort are other tourist attractions. Historical significance as Chhatrapati Shivaji Maharaj built this fort immediately after the Sindhudurg fort.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • The destination is well connected through air with a new Greenfield airport at Chipi. • Kudal Railway Station at 30 Km • Road connectivity through SH 119 (at 7 km) and NH 66 (at 30 km)
3	Connectivity to any tourist circuit	Currently it is an exclusive destination and is not frequently visited in circuits by the tourists
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination has a tourist footfall of around 25 Lac tourists annually (including 14,000 foreign tourist). • Currently, there are no accommodation units at this destination
5	Future tourism potential	<ul style="list-style-type: none"> • Ample scenic land of MTDC & State Govt. is available for development • Destination has potential for development of coastal tourism offering 180 degree view of Arabian sea with access to two virgin beaches Bhogwe & Nivati. • Destination offers seafood enthusiast opportunity to explore local (Malvani) cuisine

Name of the Second Shortlisted Destination: Ajanta-Ellora

#	Item	Remarks
1	Major tourism attractions, offerings and themes	The Ajanta and Ellora Caves are rock-cut Buddhist cave monuments dating from the 2nd century BCE to about 480 CE near Aurangabad
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • Nearest airport is Aurangabad. • Nearest railway station is 56 Km away at Jalgaon (for Ajanta). • Road connectivity through SH 203

#	Item	Remarks
3	Connectivity to any tourist circuit	Ajanta – Ellora is visited by ardent heritage enthusiasts together with Aurangabad as the intermediate hub.
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination attracts nearly 4 Lac tourist annually with around 24,000 being foreign tourists. • The destination has nearly 20-50 accommodation facilities. Major facilities are also available in Aurangabad city.
5	Future tourism potential	Ajanta and Ellora caves were identified under the Iconic Tourist Destination Development Scheme and Master Plan was prepared under the same. Land banks were identified for developing exclusive tourism zones under PPP.

Name of the State/ UT: Uttar Pradesh

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	Yes	--
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	Yes	--

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	Number of Travel Agents/ Tourist Guides not provided in Section 7.2.
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Shravasti (Buddhist) 2. Chitrakoot (Ramayana) 3. Ahar (Spiritual) 4. Bijnor (Spiritual) 5. Kalinjar fort (Heritage) 6. Ayodhya (Ramayana) 7. Jewar (Spiritual) 8. Gorakhanath temple (Spiritual)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	5 out of 8 projects completed.
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	State to submit completion certificate within 1 month of completion of the project. Details submitted for 3 out of 5 project
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of project which is awaited till date. Details submitted for 1 out of 5 project
5	Has State/ UTA furnished O&M details for revenue generating components as per the template	No	State to furnish the details in the O&M portal Details submitted for 1 out of 5 project

#	Item	Yes/ No	Comments
	shared in Office Letter dated 24.06.2022?		

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Prayagraj

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Prayagraj is the venue for the largest human conglomeration, 'Kumbh Mela' and is culturally revered as one of the holiest places as Ganga and Yamuna confluences on the banks of the city. Triveni Sangam considered the biggest attraction. Bhardwaj Ashram, Shringverpur and Kaushambi are other attractions within 50 km.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> Well connected by rail through Prayagraj Jn and road through NH135C and 30. Well connected through air with airport at a distance of 18 Km.
3	Connectivity to any tourist circuit,	The destination is part of Shaktipeeth and Ramayana circuit.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts more than 9 Crore tourists (including 3 lakh foreign tourists) yearly, highest in the state The destination has nearly 136 accommodation units with 3,497 rooms.
5	Future tourism potential	<ul style="list-style-type: none"> Destination has rich cultural and historical significance. It has large number of attractions from religious and historical perspective. Many projects under implementation at Shringverpur (34 km from destination). Upcoming projects such as Digital Kumbh museum (under planning) and construction

#	Item	Remarks
		of heliport (under implementation) may attract more tourists in future.

Name of the Second Shortlisted Destination: Jhansi

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Jhansi is a historic city which lies along Pahuj river in the Bundelkhand region. Jhansi is synonymous with its courageous queen, Rani Lakshmibai, who valiantly fought against the British forces during the First War of Indian Independence in 1857
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • Jhansi is a junction on the Mumbai-Delhi route. It is well linked by an excellent railway network • Jhansi is well connected by a good network of roads. It is situated on National Highway No.25 and 26.
3	Connectivity to any tourist circuit	Jhansi is popularly visited by tourists enroute their journey Orchha and is also a part of heritage circuit connecting Gwalior and Agra
4	Current tourism eco system	It is one of the most visited destinations in the Bundelkhand region and is a strategic transit hub. Many good accommodation options are available
5	Future tourism potential	Jhansi is a major gateway to promote Bundelkhand tourism and has potential to be developed as one of the contributors to the economic development of the region. Many Forts could be adaptively reused and be divested to build world class heritage resorts.

Name of the State/ UT: Bihar

A. Compliance with guidelines regarding institutional structure

#	Item	Yes/ No	Comments
1	Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?	Yes	-
2	Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines?	Yes	-

B. Compliance with the template provided for SPP

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	State has not specified percentage contribution of Tourism to State GSDP
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	-
7	State Performance in implementation of SD 1.0	Yes	-

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Project: 1. Vaishali (Tirthankar) 2. Kanwaria (Spiritual) 3. Bodhgaya Convention centre (Buddhist) 4. Bhitiharwa (Rural) 5. Mandar hill (Spiritual)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	Yes	
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	State to submit completion certificate within 1 month of completion of the project. Details of 4 out of 5 projects submitted on 21.07.2022
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	Details of projects submitted on 21.07.2022
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	Details of 4 out of 5 projects submitted on 21.07.2022

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on 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.

Name of the First Shortlisted Destination: Gaya

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Mahabodhi Temple Complex at Bodhgaya is a UNESCO World Heritage Site and is one of the holiest destinations for Buddhists. • Numerous Buddhist monasteries of countries like Vietnam, Thailand, Tibet, Bhutan and other countries at Bodhgaya attracts many domestic and international tourist • Gaya has great significance for Hindus as the place for attaining salvation, hence they visit to perform pindadaan. • Gaya is also home to numerous Jain temples.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • Gaya is well connected via air through Gaya airport and Patna airport (at 120 km). • It is also connected to all the major cities by Rail and Road by NH 22, NH 120, SH 4, SH 8 & SH 70.
3	Connectivity to any tourist circuit	It forms the major part of the Buddhist circuit in India connecting the places associated with the life of Lord Buddha.
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination attracts an average 38 lakh tourists annually including 3 Lakh foreign tourists. • The destination has 50 accommodation facilities including 1 classified star hotel
5	Future tourism potential	<ul style="list-style-type: none"> • Master Plan was prepared under the Iconic Tourist Destination Development scheme for Bodh Gaya and a huge land bank has been reserved for future development at the destination. • Also Bodh Gaya is the prime focus of attention for the Govt. of India in a bid to revive its Buddhist legacy and many mutli-lateral funding is routed for development of the destination

Name of the Second Shortlisted Destination: Nalanda (Rajgir)

#	Item	Remarks
---	------	---------

1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Archaeological site of Nalanda University, also an UNESCO's World Heritage site spread over an area of 14 hectares. • Swarna gufa, Griddhakuta Parvat, and Vishwa Shanti Stupa, Ghora Katora, the ancient Cyclopean wall, Sone Bhandar caves, etc. are some of the key attractions.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It is well connected by rail and by road through NH-120 and SH 78. • Connected via air through Patna airport (at 85 km).
3	Connectivity to any tourist circuit	It forms a part of the Buddhist circuit in India connecting the places associated with the life of Lord Buddha.
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination attracts an average of 11.3 lakh tourists (including 1.6 lakh foreign tourists) visiting annually • The destination has 33 accommodation units.
5	Future tourism potential	<ul style="list-style-type: none"> • Great potential for attracting Jain tourists. Pawapuri (believed to be Jain Tirthankar Mahavira's pLakhe of cremation), Kundalpur (believed by Digambar sect of Jainism as birth pLakhe of Lord Mahavir) and many other Jain temples are located in close vicinity. • Rajgir International Convention Centre (RICC), Bihar's first purpose-built Green Globe state-of-the-art convention facility equipped to organize large hospitality events provides opportunity for MICE tourism.
