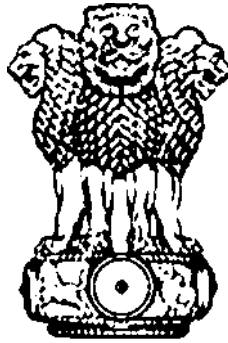


Agenda
for
the Third meeting of Central Sanctioning Monitoring Committee
(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 16/11/2022

Time: 5 30 PM

Ministry of Tourism
Government of India

Agenda for the third meeting of the Central Sanctioning Monitoring Committee under Swadesh Darshan Scheme 2.0 to be held on 16/11/2022 at 5 30 PM.

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Agenda 3.1 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 3.2 Confirmation of the proceedings of the second meeting

1. The proceedings of the second meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD dated 12/10/2022 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 second meeting of CSMC.

Agenda 3.3 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 3.4 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/Swadesh Darshan](http://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 2nd meeting of the CSMC held on 10th October 2022, Six State Perspective Plans were reviewed. 12 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) Karnataka
 - (ii) Ladakh
 - (iii) Nagaland
 - (iv) Odisha
 - (v) Telangana
 - (vi) Sikkim

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 6th meeting of the Mission Directorate held on 03rd November 2022. Proceedings of the meeting are attached as **Annexure-2**. Following recommendations have been made in this regard:
 - (i). **Karnataka**
Hampi and Mysuru were recommended.
 - (ii). **Ladakh**
Leh and Kargil were recommended.
 - (iii). **Nagaland**
Niuland and Chumukedima were recommended.
 - (iv). **Odisha**
Koraput and Debrigarh were recommended.
 - (v). **Sikkim**
Gangtok and Gyalshing were recommended.
 - (vi). **Telangana**
Bhongir and Nagarjuna Sagar were recommended.
8. The Committee is requested to approve the recommendations of Mission Directorate for selection of above destinations.
