

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

Transport Bhavan,
Parliament Street,
New Delhi – 110001.

No. 8/15/2020-SD

Dated 03.01.2023

OFFICE MEMORANDUM

Subject: Meeting of 4th Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 Scheme regarding.

This is with reference to this Ministry's Meeting Notice of even number dated 20.12.2022 regarding 4th Central Sanctioning and Monitoring Committee Meeting scheduled to be held under the chairmanship of Secretary (Tourism) on 05.01.2023 at 1600 hrs. at MANTHAN, Ministry of Tourism, 1st floor, Transport Bhawan, 1, Parliament Street, New Delhi – 110001.

2. In this context, the agenda of the meeting is enclosed herewith.

Thanking you,

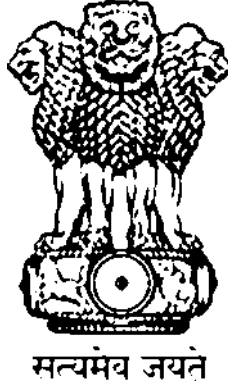
Yours faithfully,



(Pawas Prasoon)
Assistant Director

Encl: As above

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



Date: 05/01/2023
Time: 4 00 PM

Ministry of Tourism
Government of India

Agenda for the fourth meeting of the Central Sanctioning Monitoring Committee under Swadesh Darshan Scheme 2.0 to be held on 05/12/2022 at 4 00 PM.

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Agenda 4.1 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 Arunachal Pradesh, Assam, Chhattisgarh, Goa, Gujarat, Rajasthan and Uttarakhand	Special Invitees

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

Agenda 4.2 Confirmation of the proceedings of the third meeting

1. The proceedings of the third meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD dated 16/11/2022 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 4.3 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 4.4 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 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 3rd meeting of the CSMC held on 16th November 2022, Five State Perspective Plans were reviewed. 10 destinations were approved as recommended by Mission Directorate under Swadesh Darshan 2.0.
5. Subsequently, seven 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) Arunachal Pradesh
 - (ii) Assam
 - (iii) Goa
 - (iv) Gujarat
 - (v) Rajasthan

- (vi) Uttarakhand
 - (vii) Chhattisgarh
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 7th meeting of the Mission Directorate held on 09th November 2022. Proceedings of the meeting are attached as Annexure-3. Following recommendations have been made in this regard:
- (i). Arunachal Pradesh
Bomjir and Mechuka were recommended.
 - (ii). Assam
Jorhat (Kaziranga) and Kokrajhar (Manas) were recommended.
 - (iii). Goa
Porvorim and Colva were recommended.
 - (iv). Gujarat
Dholavira and Dwarka were recommended.
 - (v). Rajasthan
Bundi (Keshoraipatan) and Jodhpur were recommended.
8. The appraisal/ evaluation report was reviewed in the 8th meeting of the Mission Directorate held on 30th December 2022. Proceedings of the meeting are attached as Annexure-2. Following recommendations have been made in this regard:
- (i). Uttarakhand
Pithoragarh and Champawat were recommended
 - (ii). Chhattisgarh
Bilaspur and Jagdalpur were recommended
9. The Committee is requested to approve the recommendations of Mission Directorate for selection of above destinations.
