

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

**Transport Bhawan,
1, Parliament Street,
New Delhi-110001**

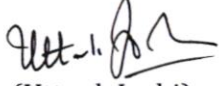
File No SD-8/15/2020-SD-Part(5)

Date 27.02.2024

OFFICE MEMORANDUM

Subject: Proceedings of the 12th meeting of the Central Sanctioning Monitoring Committee (CSMC) Swadesh Darshan Scheme 2.0 held on 23/02/2024 at 03:00 PM under the Chairpersonship of Secretary (Tourism).

I am directed to enclose herewith the proceedings of the 12th meeting of the Central Sanctioning Monitoring Committee (CSMC) under Swadesh Darshan 2.0 Scheme which was held under the Chairpersonship of Secretary (Tourism) on **23/02/2024 at 03:00 PM** for your kind perusal and necessary action.


(Uttank Joshi)

Assistant DG (SD)

Encl. as above

To,

1.

- (i) The Secretary, Ministry of (Culture/ Civil Aviation/ Housing and Urban Affairs/Road Transport & Highways/ External Affairs)
- (ii) The CEO, NITI Aayog
- (iii) The Chairman, Railway Board
- (iv) The Financial Advisor, Ministry of Tourism

2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism and Heads of Designated SIA of concerned States/UTs (Arunachal Pradesh, Assam, Madhya Pradesh, Sikkim).

3. The Chairperson of the Destination Management Committee (DMC) of districts (Upper Subansiri, Shi Yomi, Jorhat, Kokrajhar, Satna, Gyalshing).

4. Team Leaders of concerned PDMC teams for Swadesh Darshan 2.0 from following agencies:

- (i) M/s. Voyants Solutions JV Ideck (Arunachal Pradesh, Assam)
- (ii) M/s. IPE Global (Madhya Pradesh, Sikkim)

Copy to: -

- 1. PS to Secretary (T)
- 2. PS to Additional Secretary (T)
- 3. The Regional Director, India Tourism Delhi Kolkata /
Guwahati/Mumbai/Chennai
- 4. Managers and Assistant Managers of above mentioned States/UT's.
- 5. M/s EY, NPMU, Swadesh Darshan Scheme for requisite action in the matter.

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

File no. SD-8/15/2020-SD-Part (3)

Proceedings of the 12th meeting of the Central Sanctioning Monitoring Committee (CSMC) Swadesh Darshan Scheme 2.0 chaired by Secretary (Tourism) held on 23/02/2024 at 03:00 PM.

Agenda 12.1 Leave of Absence

The 12th meeting of the Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 was held on 23.02.2024 at 3:00 PM. The list of attendees is given in **Annexure 1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 12.2 Review of DPR Package -1 for the approved 6 experiences

1. The Committee noted the following:
 - (i) The CSMC in its meetings held on 13.09.2023, 06.10.2023 and 02.11.2023 approved 50 experiences for preparation of Detailed Project Reports (DPR).
 - (ii) The States have accordingly with the assistance of PDMCs prepared draft DPRs in consultation with Destination Management Committees and Draft DPRs have been submitted to the Ministry of Tourism.
 - (iii) The Committee in the 9th meeting instructed the States and PDMCs that based on the experience of SD 1.0, operational and management on sustainable basis is essential for the experiences, which are being designed. It was accordingly directed that the experience should be conceptualized along with operation and management to be executed by Tourism Experience Development and Management Agency, which will not only develop and construct but also operate and manage the experience for specified duration.
 - (iv) The delays in implementation of the project and lack of operations and management on sustainable basis amongst other shortcomings have also been observed by CAG in the performance audit of SD 1.0 scheme and it must be ensured that those are taken care of in the implementation of SD 2.0.

- (v) A checklist for reviewing the DPRs by the States and PDMCs was circulated vide O.M No SD-8/3/2022-SD dated 12.01.2024 (**Annexure-2**) and broad structure for tourism experience development and management (**Annexure-3**) has also been circulated in line with various decisions of the CSMC, MD, templates and guidance note issued in this regard.
- (vi) Draft DPRs submitted to the Ministry by the States/ PDMCs were reviewed with respective States/ UTs and PDMCs in meetings held from 15.01.2024 to 22.01.2024 and proceedings of the review meetings have been circulated vide OMs No. SD-8/15/2020-SD Part (2) dated 19.01.2024 and 31.01.2024.
- (vii) The States/ PDMCs were accordingly advised to present their DPRs to the Mission Directorate in the prescribed template. The States have been asked to obtain necessary NOCs and pre-construction Clearances for the experiences from the concerned authorities apart from checking the technical and other details, which is the responsibility of respective State Implementation Agencies.
2. The committee further noted that Mission Directorate in its 23rd held on 16.02.2024 reviewed draft DPRs for 6 experiences and recommended the following DPRs to the CSMC for approval.

Sn.	Destination (State/UT)	Approved Experiences
1	Kokrajhar, Assam	Kokrajhar Wetland Experience
2	Jorhat, Assam	Reimagining Cinnamara Tea Estate
3	Mechuka, Arunachal Pradesh	Mechuka Cultural Haat
4	Nacho, Arunachal Pradesh	Unlock Nacho Expedition
5	Chitrakoot, Madhya Pradesh	Spiritual experience through ghats of Chitrakoot
6	Gyalshing, Sikkim	Eco Wellness Experience at Yuksom Cluster

3. The concerned States/ PDMCs made a detailed presentation on their respective DPRs in the 12th meeting of CSMC incorporating the recommendations and guidance issued by the CSMC and Mission

Directorate from time to time. The presentation highlighted the following aspects:

- (i) Improving Experience at Tourist Touchpoints
- (ii) Layout Plans
- (iii) Proposed Overall Layout Visual
- (iv) Minimum Development Obligations to be funded under SD 2.0
- (v) Proposal renders (visualisations)
- (vi) Minimum Development Obligation to be funded by Tourism Experience Development & Management Agency (TEDMA)
- (vii) Operation & Management Service Levels
- (viii) Potential Revenue Sources
- (ix) Operational Cost & Revenue

3. The Committee reviewed the presentation in detail and following specific observations were made in respect of various experiences:

Sn	Observations
1	<p>Kokrajhar Wetland Experience, Kokrajhar, Assam</p> <ul style="list-style-type: none"> • It was directed to ensure carrying capacity considering management of eco sensitive nature of the site and boating activity must be within the carrying capacity limits. • The experience should enable environmental sustainability aspects including waste collection and disposal, noise pollution etc. Requirement to be duly built in as part of TEDMA Service Levels Requirements (SLA) • CNA-ST to be asked to work towards a mechanism for certification of such experiences under STCI/ TFL. Necessary support may be provided under the scheme.
2	<p>Reimagining Cinnamara Tea Estate, Jorhat, Assam</p> <ul style="list-style-type: none"> • Development must be keeping in view the green surroundings and no heavy construction should be taken up. Local design and material to be preferred.
3	<p>Mechuka Cultural Haat, Mechuka, Arunachal Pradesh</p> <ul style="list-style-type: none"> • Cultural Haat must be developed as a tourism product and operation and management on sustainable basis must be ensured. Adequate focus on marketing and promotion of the experience by TEDMA would be required to make it a success.

Sn	Observations
4	<p>Unlock Nacho Expedition, Nacho, Arunachal Pradesh</p> <ul style="list-style-type: none"> The experience should enable environmental sustainability aspects including waste collection and disposal, noise pollution etc. Requirement to be duly built in as part of TEDMA's Service Levels Requirements (SLA) CNA-ST to be asked to work towards a mechanism for certification of such experiences under STCI/ TFL. Necessary support may be provided under the scheme.
5	<p>Spiritual experience through ghats of Chitrakoot, Madhya Pradesh</p> <ul style="list-style-type: none"> It was directed to ensure eco-friendly and vernacular architecture, use of local material and overall aesthetics in design & illumination.
6	<p>Eco Wellness Experience at Yuksom Cluster, Gyalshing, Sikkim</p> <ul style="list-style-type: none"> It was directed to ensure vernacular architecture, use of local material and overall aesthetics in design & illumination. No heavy construction and only minimal new construction to be carried out.

4. The Committee accordingly accorded financial sanction to the following 6 experiences:

Sno.	Name of the Experience	Approved Sanctioned Cost (in Rs. Lakhs)
1	Kokrajar Wetland Experience	2,599.05
2	Reimagining Cinnamara Tea Estate	2,391.01
3	Mechuka Cultural Haat	1,848.20
4	Unlock Nacho Expedition	1,314.08
5	Spiritual experience through ghats of Chitrakoot	2,721.89
6	Eco Wellness Experience at Yuksom Cluster	1,540.71

5. The Committee also approved the detailed components and project costs detailed in **Annexure 4**. The general conditions of the sanctions as approved in the 10th meeting of the CSMC are given in **Annexure-5**.
6. In addition, the committee also approved Third Party Quality Assurance, wherever required under any State statute, rules and regulations at 1% of the Project Cost funded under SD.
7. The Committee further directed SIA on submission of final DPR covering the following:
 - (i) All applicable NOCs and pre-construction clearances
 - (ii) Compliance of observations made during MD and CSMC Meetings.
 - (iii) The final DPRs will have two parts. **Part A** will include experience details and abstract of costs detailing the following aspects:
 - (a). Project Concept & Rational
 - (b). Improving Experience at Tourist Touchpoints
 - (c). Project Layout Plans and Overall Layout Visual
 - (d). Minimum Development Obligations to be funded under SD
 - (e). Proposal Renders (visualisations)
 - (f). Minimum Development Obligations to be funded by Tourism Experience Development & Management Agency (TEDMA)
 - (g). Operation & Management Service Levels
 - (h). Potential Revenue Sources
 - (i). Operational Cost & Revenue
 - (j). Project Implementation Framework
 - (k). Abstract of Costs

Further, the **DPR Part B** shall include detailed drawings, specifications, costing and BOQ. Part B will be for the State to examine and ensure adherence to the standards.

8. It was also decided to fast track development of new experiences and the concepts for the new experiences may be given in principle approval by Mission Directorate as per the template and final experience with draft DPR be brought to CSMC for approval.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1	Ministry of Road Transport and Highways	Sh. Ghanshyam Kumar	Superintendent Engineer
2	Ministry of Railways	Sh. Sumeet Singh	Ex Director, Tourism & Catering
3	NITI Aayog	Sh. Jayant Singh	Advisor

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Arunachal Pradesh	Sh. Swapnil Naik	Secretary Tourism
2.	Assam	Sh. Padmapani Bora	Secretary Tourism
3.	Madhya Pradesh	Sh. Sheo Shekhar Shukla	Principal Secretary Tourism
4.	Sikkim	Smt. Shanti Tamang	Chief Engineer, Department of Tourism

3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Rakesh Kumar Verma	Additional Secretary, Tourism
2.	Sh. Uttank Joshi	Asstt Director General (SD)
3.	Sh. Ajeet Kumar Tyagi	Asst. Director (Swadesh Darshan)
4.	Faisal Khan	Member, NPMU
5.	Abhisek Kumar	Member, NPMU
6.	Kunal Singh	Member, NPMU
7.	Nikhil Kumar	Member, NPMU

4. List of Participants from Project Development and Management Consultants

Sn	Name	Designation	PDMC
1.	Umang Handoo	Team Leader- Madhya Pradesh	IPE Global
2.	Subha Brata Roy	Team Leader- Arunachal Pradesh, Assam	Voyants JV Ideck
3.	Vijay Matenge	Team Leader- Sikkim	IPE Global

Annexure-2

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi-110001

File No SD-8/3/2022-SD


Date 12.01.2024

Office Memorandum

Subject: Checklist for review of Detailed Project Report (DPR)

Reference is invited to the 19th Meeting of Mission Directorate under Swadesh Darshan 2.0 held under the chairmanship of Additional Secretary, Tourism on 05.01.2024. In the meeting it was informed that a checklist for reviewing the DPR has been prepared and the same was discussed.

2. In this regard, the checklist is enclosed. The State/UTs are requested to check draft DPRs as per the enclosed checklist before submitting the DPRs to Ministry of Tourism.


Uttank Joshi

Asst. DG (Swadesh Darshan)

Encl:- As Above

To,

(i). The Addl. CS/Principal Secretary/Secretary/ State Mission Director for SD 2.0 Department of Tourism and Head/MD of State Implementation Agency (SIA) of State Government/ UT Administrations of Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Karnataka, Kerala, Jharkhand, Ladakh UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Puducherry UT.

Copy to:-

(i). All Regional Directors of the Ministry of Tourism
India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati

(ii). Selected PDMCs from M/s. Deloitte Touche Tohmatsu India LLP JV IBI Group India Pvt Ltd, M/s. INI Design Studio Pvt Ltd., M/s. IPE Global Ltd., M/s. L&T Infra Engineering JV PwC, M/s. Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd, M/s. WAPCOS Ltd, M/s Egis India.

(iii). Managers/Assistant Managers of Ministry of Tourism of the respective State/UT

(iii) NPMU (Swadesh Darshan Scheme)

Checklist for DPR for the identified Experiences
(Based on the guidelines, templates, guidance notes and review by MD and CSMC)

Sno	Item	Compliance (Yes/ No)
A	General	
1	DPR in alignment with the concept approved by CSMC and	
2	Observations made in the meetings of MD and CSMC have been incorporated.	
A	Tourist Experience Parameters	
	DPR should have all interventions to provide end to end tourist experience across all major tourist touch points	
(a)	Provision for marketing and promotion: <ul style="list-style-type: none"> • Promotional material digital and physical • Promotion on website/ mobile app • Promotion on social media • Other channels to reach domestic and foreign tourists 	
(b)	Provision for booking support <ul style="list-style-type: none"> • Internet booking • Onsite computerized token • Information on expected waiting time etc. 	
(c)	Information Dissemination: <ul style="list-style-type: none"> • QR codes widely displayed to access information about destination/ attraction, • Information Center, • Tourist Maps, • Wayfinding, signages etc. at major nodes 	
(d)	Traffic Management <ul style="list-style-type: none"> • Drop-off & Pick-up points, • Parking, • Pedestrianization • E-vehicle from parking, • Connection with local transportation etc. 	
(d)	Interpretation & Sensitization:	

Sno	Item	Compliance (Yes/ No)
	<ul style="list-style-type: none"> • Interpretation Centre/ Orientation Centre/ Site Museums/ Exhibition Centre, • Audio guides • Other similar initiatives (digital and physical) 	
(e)	Visitor Management: <ul style="list-style-type: none"> • Holding areas at the ticket counter/ token • Entry regulation by groups • Evacuation plan, • Universal Accessibility, • CCTV/ Manpower for monitoring the movement 	
(f)	Cleanliness and Hygiene <ul style="list-style-type: none"> • Measures for maintaining Cleanliness • Hygiene and Aesthetics particularly for nearby street vendors 	
(g)	Shopping Experience: <ul style="list-style-type: none"> • Provision for souvenir shops, local products (ODOP etc.) • Provision for space for hawkers/ street vendors • Other related retail spaces 	
(h)	Food & Beverage: <ul style="list-style-type: none"> • Provision for Café/ Restaurants/ Food Carts / Kiosks etc. 	
(i)	Feedback: <ul style="list-style-type: none"> • Provision for tourist feedback at the exit of planned tourist experience. • Provision to showcase feedback and rating online. • Provision to capture grievance 	
B	Project Readiness and Design Based Parameters	
1	Land	
	Land should be in possession of State Tourism Department or the agency	
2	Project Layout and Architecture Design	
(a)	Have details about the proposed components been provided?	
(b)	Are the detailed engineering drawings ready for tendering?	
3	Pre-Construction Clearances	
(a)	ASI	

Sno	Item	Compliance (Yes/ No)
(b)	Forest	
(c)	CRZ	
(d)	Municipal Authority	
(e)	Any other clearance or NOC required	
4	Environment Protection	
(a)	Wastewater Treatment	
(b)	Solid Waste Management	
5	Sustainable Practices	
(a)	Design of hard components based on <ul style="list-style-type: none"> • local architecture, • use of local materials and • other eco-friendly and • heritage considerations, as applicable. 	
(b)	Use of indigenous species in landscaping works	
(c)	Universal accessibility included in detailed design	
(d)	At environmentally sensitive areas such as wetlands and waterfronts, beaches etc. Ensure <ul style="list-style-type: none"> • Minimal construction • Nature-based activities 	
(e)	Interventions for Capacity building and empowerment of women & youth	
6	<p>Project Cost Estimation</p> <p>The Government will only be funding the cost of major enabling components and the fixers and furnishing item and other items for operation and management will be in the scope of Implementation Partner (Tourist Experience Development & Management Agency).</p> <ul style="list-style-type: none"> • DPR to clearly designate components to be funded under Swadesh Darshan and • Other minimum obligations required to be developed or installed for successful operationalisation and management of the project. 	
7	Sustainable Operation and Management	

Sno	Item	Compliance (Yes/ No)
(a)	The 'Tourist Experience Development & Management Agency' will be responsible for project implementation, operation and management of overall tourists experience as per the defined service levels?	
(b)	Have the service level requirements for Operations, Maintenance & Management <ul style="list-style-type: none"> • Well defined and measurable • Identification of means of measurement of the same • Penalties for not meeting the SLAs 	
(c)	Skilling & Capacity Building: Training programs, staff sensitization, safety & evacuation protocol etc.	
(d)	All the revenue streams for operation and management of the end-to-end experience to be identified: <ul style="list-style-type: none"> • Parking • E-vehicle • Ticket for the attraction • Rent/ Income from Shopping outlets • Rent/ income from food and beverage outlets • Advertisements including LED etc. • Priority que • Value added services • Others 	
(e)	Are the proposed revenue stream sufficient to sustain the pre-defined service levels?	
(f)	If No, does the state commit to provide the funding and capacity gap to sustain the proposed experience?	
(g)	Net income from the experience to be retained by DMC with 10% to be allocated to SIA	

Annexure-3

Checklist for DPR for the identified Experiences (Based on the guidelines, templates, guidance notes and review by MD and CSMC)

Broad Structure for Tourism Experience Development and Management

Sn.	Item	Description
1. Project Scope and Timelines		
1.1	Name of the Project	Development, Construction, Operations and Management of <Name of the Experience>
1.2	Authority	<Name of the State Implementation Agency approved by Ministry of Tourism>
1.3	Project Context	<p>Ministry of Tourism, Government of India has formulated Swadesh Darshan 2.0 Scheme (hereinafter referred as "Scheme") to develop sustainable and responsible tourist destinations in the country by adopting the Destination Centric and Tourist Centric Approach.</p> <p>The Scheme is being implemented in the State of <Name of the State> through <Name of the Agency> as State Implementation Agency.</p> <p><Name of the Destination> has been notified in the State of <Name of the State> for developing as sustainable and responsible tourist destination. A Destination Management Committee (DMC) has also been constituted for the Destination under District Collector for coordinating, facilitating and providing guidance for development of the destination.</p> <p>A professional agency <Name of the PDMC> has been engaged as project design and management consultant (PDMC) for providing end to end support to SIA and DMC for implementation of the Scheme. A Master Plan for the destination has been prepared as part of the Scheme with the help of PDMC.</p> <p>The project <Name of the Experience> has been identified as one of the interventions in the Master Plan to enhance the tourist experience.</p>
1.4	Project Brief	<p>The "Authority" intends to adopt bidding process to hire an Implementation Partner to develop, construct, operate and manage the project.</p> <p><i>{The salient features of the project are described here.}</i></p>

1.5	Location	<i>{Describe the locations covered by the project including a site map}</i>
1.6	Total Land Area	<i>{Total area of the site}</i>
1.7	Total Developable Area	<i>{Area which can be developed for revenue generating components}</i>
1.8	Project Duration	Development and Construction – Maximum 12 months Operation and Management – Minimum 60 months with provision for renewal subject to satisfactory performance
1.9	Scope of Work	Detailed Scope of Work
1.10	Minimum Development Obligations	Minimum area of various components to be developed by the Implementation Partner, which will be funded by the Authority. An illustration has been provided in the Annexure-!
1.11	Estimated Project Cost	INR ____ Cr The assessment of actual costs, however, will have to be made by the Bidders.
1.12	Optional Development	For any optional development, the concessionaire shall apply to the authority for prior approval and additional land may be allotted by the authority as and when required, as per the decision of the authority.
2. Minimum Eligibility Criteria		
2.1	Eligible Bidders	
2.2	Joint Venture / Consortium	To be allowed
2.3	Minimum Eligibility – Technical Capacity	
2.4	Minimum Eligibility – Financial Capacity	The Bidder shall have a minimum Net Worth (the “Financial Capacity”) of Rs. ____ Crore (Rupees ____only) at the close of the preceding financial year. OR

		The Bidder shall have a minimum average annual turnover of Rs. ____Crore (Rupees ____ Crore only) in the last three financial years.
3. Technical and Financial Evaluation		
3.1	Technical Evaluation	Illustrative..... Construction Experience of Firm, O&M Experience of Firm, Human Resource Requirement, A&M Presentation, Work Plan
3.2	Financial Bid	Part 1: Price Bid for Construction (to be paid by the Authority) Part 2: Annual Fee (to be paid by the Implementation Partner) for the duration of the operation and management
3.3	Evaluation of preferred bidder	T > technically qualified Lowest Total Cost quoted by the TEDMA – Revenue
4. Bid Conditions		
4.1	Bid Validity	XX days from the Bid Due Date
4.2	Bid Security	INR ____or ____% of the Quoted Contract Price, whichever is higher
4.3	Performance Security	<ul style="list-style-type: none"> Part 1: INR ____ or ____% of the Proposed Project Cost, whichever is higher. Part 2: INR ____
4.4	Retention Money	<ul style="list-style-type: none"> 10 % of Invoice amount will be retained which will be released on completion of work and release of Discharge certificate
4.5	Liquidity Damages	<ul style="list-style-type: none"> any delay in submission, will attract a penalty of 0.5 % of the total contract value per day and up to a maximum of 5 % of the contract value.
5. Roles and Responsibilities		
5.1	Roles and Responsibilities of Implementation Partner	Part 1 – Development and Construction of the Project <ul style="list-style-type: none"> Submit to the Authority detailed design, construction methodology, quality assurance procedures, and the procurement plan, engineering, and construction time schedule for completion of the Project in accordance with the Project Completion Schedule

	<ul style="list-style-type: none"> • Drawings • Prepare and submit Good for Construction (GFC) project drawings in conformity with the Scope of the Project, the technical Specifications and Standards, Applicable Laws and Good Industry Practice in such sequence as is consistent with the Project Completion Schedule • Any deviation/ modification required for the drawing as per site condition, contractor must submit the drawing and get the approval from the Client before executing the work. • furnish to the Authority a complete set of as-built Drawings, • Undertake the Mandatory Development Obligations • Penalties for delays • If the Development Works pertaining to the Mandatory Development Obligation is not completed within 30 (thirty) days from the Scheduled Completion Date, unless the delay is on account of reasons solely attributable to the Authority or due to Force Majeure, the Authority shall be entitled to Terminate this Agreement. <p>Monthly Progress Reports</p> <ul style="list-style-type: none"> • furnish to the Authority a monthly report on progress of the Development Works • Submit monthly bills of the value of the work completed less the cumulative amount paid previously. • Request to issue a Certificate of Completion of the Works <p>Part 2 – Operations and Maintenance of the Project – Technical services, Equipment O&M, Human Resources, Annual Maintenance, Marketing, Sales, Revenue Collection, etc.</p> <ul style="list-style-type: none"> • Procure, provide, install, operate, maintain all equipment, furniture and/or fixtures not provided by the Authority within the Project Site (including, but not limited to, furniture, furnishings and items related to O&M such as kitchen equipment, or luggage scanner, etc.), but which may be required for implementation of Scope of Work of the Operator .. all nt funded to be provisioned by the agency.. • Promptly commence operations upon the Project Site, including the Project Facilities and Services.
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		<ul style="list-style-type: none"> • Make efforts to maximise tourists handled to achieve optimal utilization of the Project Facilities and Services. • Ensure that the Project Facilities and Services shall adhere to the Operations and Maintenance Standards, Performance Standards and Safety Standards and there is safe, smooth, and uninterrupted flow of traffic normal operating conditions. • Make available all necessary financial, technical, technological, managerial, and other resources for operation, maintenance, repair and replacement of the Project Facilities and Services in a timely manner. • Ensure maintenance of proper and accurate record/data/accounts relating to operations of the Project Facilities and Services and the revenue earned therefrom. • Obtain, maintain, and comply with Applicable Permits and comply with the Applicable Laws including those relating but not limited to safety, health, environment, and labour. • Implement standard operating procedures for all departments. • Undertake such commercial activities as are permitted and in the manner contemplated under the O&M Agreement, Applicable Laws, and Applicable Permits, on Commercial Built-up Areas either itself or allot and grant the sub-license to any third party. • Collect user charges from ticketing sales, as well as from licensees of Commercial Built-up Area in the form of license fee, revenue share, security deposit, utility charges and any other form of service charges, parking revenue, advertisement rights, events, and commercial activities, etc. • Repair as necessary and maintain the Project Facilities and Services or any part thereof in accordance with the Scope of Work • Make adequate security arrangements on the project premises. • Employ qualified and skilled personnel required to operate the Project Facilities and Services • Establish, maintain, and popularise a website dedicated to the project. • Marketing and Promotion – Make efforts to increase the number of international and domestic tourists.
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		<ul style="list-style-type: none"> • Payment terms will be as per payment schedule (monthly, based on submission of approved bills)
5.2	Role and Responsibilities of the Authority	<p>Development and Construction</p> <ul style="list-style-type: none"> • Give possession of all parts of the Site to the Contractor. • Check the Contractor's bill and determine the value of the work executed which shall comprise of (i) value of the quantities of the items in the BOQ completed and (ii) valuation of Variations and Compensation Events. • Promptly grant approvals/ consents sought by the Operator. • Provide all the NOCs • Provide access to the Operator to all infrastructure facilities and utilities including water and electricity necessary for the implementation, operations and maintenance of the Project/ Project Facilities and Services • Make requisite payments as per contract. • Issue a Certificate of Completion of the Works upon deciding that the Work is completed. <p>O&M</p> <ul style="list-style-type: none"> • Promptly grant approvals/ consents sought by the Operator. Assist in getting permits/licenses as required for successful O&M of the project. • Provide access to the Operator to all infrastructure facilities and utilities including water and electricity necessary for the implementation, operations and maintenance of the Project/ Project Facilities and Services • Inspect project facilities and books of accounts. • Recommend service levels and Key Performance Indicators to ensure service quality. • Annual Performance Evaluation based on Key Performance Indicators provided in the RFP
6. Key Performance Indicators/ Service levels		

6.1	Key Performance Indicators / Service Levels	Authority reserves the right to discuss the standard service level agreements with short listed Bidders. The detailed service level agreement for O&M will be signed at the contracting stage.
6.2	Methodology for measuring and certifying the performance against the specified levels	
6.3	Penalties for not meeting the Service levels	
7. Other Major Clauses		
7.1	Conditions Precedent	
7.2	Project Account/ Escrow	
7.3	Change in Scope	
7.4	Change in Laws	
7.5	Termination	
7.6	Other clauses	

Illustrative Minimum Development Obligations

The Implementation Partner shall be required to provide a minimum of the following listed infrastructure:

No	ACTIVITIES	PARTICULARS	QUANTITY
1	Ethnic Hut	<ul style="list-style-type: none"> • Performance area • Performance corridor • Corridor • Samarika (4 nos) • Hands on experience (3 nos) • Selfie platform (2 nos) • Sitting area • Ethnic clothing renting shop 	409.7 sq. m
2	Utility Building	<ul style="list-style-type: none"> • Male washroom • Female washroom • Specially abled toilet • Janitor's closet • Drinking water • Entry corridor 	98.3 sq. m
3	Northeast Hut	<ul style="list-style-type: none"> • Performance arena • Performance corridor • Corridor • Samarika (8 nos) • Ethnic clothing renting shop • Selfie point (2 nos) • Sitting area 	409.7 sq. m
4	India Cluster	<ul style="list-style-type: none"> • Samarika (17 nos) • Male green room • Female green room • Corridor • Open air theatre • Plaza 	551.6 sq. m
5	Accommodation	<p>Ground Floor (24 pax)</p> <ul style="list-style-type: none"> • Reception • Storeroom • Stairs • Corridor • Male dormitory • Male washroom • specially abled male washroom • Male lobby • Female dormitory • Female washroom • Specially abled female washroom • Female lobby <p>First floor (24 pax)</p>	907.2 sq. m

No	ACTIVITIES	PARTICULARS	QUANTITY
		<ul style="list-style-type: none"> • Corridor • Male dormitory • Male washroom • Male lobby • Female dormitory • Female washroom • Female lobby 	
6	Restaurant	<ul style="list-style-type: none"> • Kitchen • Storage • Pantry • Male toilet • Female toilet • Specially abled toilet • Janitor's closet • Dining area • Corridor 	901.6 sq. m
7	Arrival area	<ul style="list-style-type: none"> • Guard Booth 1 • Arrival area • Guard Booth 2 • Ticketing counter • ATM • Exit Gate 	132 sq. m
8	Admin Block	<ul style="list-style-type: none"> • Office 1 • Office 2 • Workstation • Pantry • Male washroom • Female washroom 	88 sq.m
9	Guard room	<ul style="list-style-type: none"> • Service entry 	10.7 sq.m
10	Art trails	<ul style="list-style-type: none"> • Pathway connecting the cluster. • Floral plantation on the side of the pathway • Street furniture • Lighting 	8092.93 sq.m
11	Flora Fantasy zone	<ul style="list-style-type: none"> • Orchid garden & Butterfly Park • Floral pathway • Mindfulness prompts • Foot reflexology (Acupressure walkway) • Shoe rack 	
12	Kids play area	<ul style="list-style-type: none"> • Paint rocks • Trampoline • Sand pits • Swings • Bhool Bhulaiya • Rides & slides 	
13	Amenities	<ul style="list-style-type: none"> • Information integrated Q.R. codes • Signage • Street furniture • Dustbins • CCTV 	

No	ACTIVITIES	PARTICULARS	QUANTITY
	Total		11601.73 2.87 Acres

Illustrative Service Levels

Parameter	Benchmark / Frequency
Timely payment of Annual Concession Fee	Beginning of every year
Number of National / International Events Organized	Minimum ___ events every ___ months
Resolution of Customer Complaints or action on customer feedback	Within 7 days of complaint
Project Website uptime for online booking, project details	90%
Painting, whitewashing of facility	Every 3 years
General upkeep and cleanliness	At all times
Incident response time (accidents, firefighting, emergencies, etc.)	Within 15 minutes
Submission of reports to Authority	Within Specified timelines (monthly/quarterly)
Sale of entry tickets	Minimum ___ per month
Advertisement in Print and Electronic media	Minimum 1 per month in each
Maintenance of books of account for the project	At all times
Maintenance of Insurance policies for the project facilities	At all times
Compliance with timely payment to the staff	Monthly
Showcasing the décor and lifestyle of tribes	At all times
Employment of locals in O&M	___% of the workforce
Establishing and maintaining souvenir shop(s) stocked with handicrafts of Sikkim / NE	At all times

Use of Authority logo in printed literature, tickets, signboards, website, etc.	At all times
Disposal of waste in an environmentally friendly manner as per local urban rules	At all times
Compliance with labour laws and other applicable laws / permits	At all times
Compliance with necessary F&B licences / permits	At all times
Cleanliness of toilet blocks	At all times
Dissemination of information through signboards, Audio-visual aids, website, and helpdesk in the premises	At all times
Operation and Maintenance of equipment as per OEM guidelines	At all times

Annexure -4

Experience Wise Components and Cost

1. Experience: Mechuka Cultural Haat, Mechuka, Arunachal Pradesh

Sn	Component	Cost (Rs. In Lakhs)
1	Entry Plaza, Tonga drop- off and pick up zone, Entry Gate, designated parking area, paving with lights, plantation and signage.	50.28
2	Landscape Sculpture Zone, benches	15.97
3	Open air performance area, open air display court	56.47
4	Designated experience-based courtyards with signage's, landscaped pathways.	110.93
5	Way finders, information display - QR code and shops information; ramps for wheelchair access, Signages at pause points.	40.3
6	Toilets, Dustbins, Drinking Water Facility, CCTV Cameras, Tonga Rides, Ramps for Wheelchairs, Facility Management Office.	150.82
7	Shops, Souvenir and Handicraft Shops, Art and Craft Shops (32 Shops)	708.58
8	Food shops (8 Shops)	177.145
9	CCTV, Boundary Wall, Lighting, Signage, Services	94.33
10	Solar Panel, Rainwater Harvesting	62.43
11	Street Furniture, Landscape Elements	23.23
	Sub-Total (A)	1,490.49
	GST (18% of A)	268.29
	SIA Charges (3% of A)	44.71
	Contingency (2% of A)	29.81
	DMO Charges (1% of A)	14.90
	Total (B)	1,848.20

2. Experience: Unlock Nacho Experience, Nacho, Arunachal Pradesh

Sn	Component	Cost (Rs. In Lakhs)
1	Drop-Off and Pick-Up Zone, 30-Nos Parking, Signage, Landscape Design, Information Wall	53.91
2	Tourist Information Kiosk -Bamboo Structure with Ticket Counter; Information Panel; Souvenir Shop; Shaded Veranda	35.54
3	Tourist Information Kiosk, Information Panel	35.72
4	Cycle-tracks, Walkways, Traditional Games and Cycle Rental Kiosk	73.83
5	Way finding, Information Panels and signages at junctions & activity zones	26.06
6	Toilets, Drinking water fountain, cycles on rent	22.33
7	Eco cottages, Platform for camping tents and Luxury Tented Stay	620.77
8	Traditional Herbal Treatment Kiosk	19.95
9	Riverside Restaurant	55.73
10	Adventure Activity tools and activity structure: Zip line, Rope bridge, sky cycling ,treetop Obstacle activity ,Tarzan swing & Wooden tree leader ,Bird Observatory , Confluence Viewing Deck	86.03
11	Bamboo Rain Shelter, Service Block, Fencing, Solar Electricity Generation System	101.13
Sub-Total (A)		1,059.74
GST (18% of A)		190.75
SIA Charges (3% of A)		31.79
Contingency (2% of A)		21.19
DMO Charges (1% of A)		10.60
Total (B)		1,314.08

3. Experience: Kokrajhar Wetlands Experience, Kokrajhar, Assam

Sn	Proposed Intervention(s)	Cost (Rs. In Lakhs)
A	Diplai Bheel	
1	Designated parking zone, E –rickshaws stand, Bicycle hire, battery operated carts	22.19

2	On site ticketing, information kiosk, shaded area with benches for waiting, souvenir store. (at Diplai).	8.00
3	Provision for interpretation centre, guided tours, audio guides etc (at Diplai)	33.10
4	Repairing the existing pathways, audio guides.	18.74
5	Biodiversity information display, way finding and signages at junctions & activity zones	8.50
6	Toilets & Drinking Water Fountains	27.98
7	Eco Cottages	10.80
8	Restaurants	79.91
9	Watch tower, bird blinds, photographer's nook, seating & rain shelters, viewing deck, jetty, cultural performance area, etc	359.24
10	CCTV, boundary wall, lighting	96.53
11	Water, power, telecom networks etc	98.08
B	Dheer Bheel	
1	Designated parking zone, E –rickshaws stand, Bicycle hire, battery operated carts	51.79
3	Provision for interpretation centre, guided tours, audio guides etc (at Diplai)	45.21
4	Repairing the existing pathways, audio guides.	51.21
5	Biodiversity information display, way finding and signages at junctions & activity zones	1.50
6	Toilets & Drinking Water Fountains	32.47
7	Eco Cottages	599.47
8	Restaurants	169.68
9	Watch tower, bird blinds, photographer's nook, seating & rain shelters, viewing deck, jetty, cultural performance area, etc	97.49
10	CCTV, boundary wall, lighting	110.56
11	Water, power, telecom networks etc	228.85
	Sub-Total (A)	2,096.01
	GST (18% of A)	377.28
	SIA Charges (3% of A)	62.88
	Contingency (2% of A)	41.92
	DMO Charges (1% of A)	20.96
	Total (B)	2,599.05

4. Experience: Reimagining Cinnamara Tea Estate, Jorhat, Assam

Sn	Component	Cost (Rs. In Lakhs)
1	Entry gate, designated parking area for both resort & day visitor, battery operated carts.	86.06

2	Information center, ticket counter and waiting area	114.67
3	Patriotic history and digital gallery showcasing Maniram dewan's story, performance space, Guided tours for – tea plantation walk and tea factory tour.	149.57
4	Well defined pathways, seating areas and pause points	53.77
5	Wayfinders at the junctions, information display - QR code and park maps; ramps for wheelchair access, Signage's	50.25
6	Provision of E-Toilets, dustbins, drinking water fountain	80.29
7	20 Cottages and 10 glamping	900
8	Resort area pathways (External utilities)	90.64
9	Souvenir shop	48.14
10	Restaurant & Tea tasting kiosks	205.28
11	Viewing Tower	24.56
12	CCTV, boundary fencing, lighting	37.45
13	Water, power, telecom networks etc	87.55
Sub-Total (A)		1,928.23
GST (18% of A)		347.08
SIA Charges (3% of A)		57.85
Contingency (2% of A)		38.56
DMO Charges (1% of A)		19.28
Total (B)		2,391.01

5. Experience: Spiritual experience through ghats of Chitrakoot, Chitrakoot, Madhya Pradesh

Sn	Component	Cost (Rs. In Lakhs)
1	Entry Gates (3), Holding areas, Police Kiosks	19.43
2	Lost and Found information kiosk, Boating ticket counter	6.93
3	Video LED wall, Timeline wall, Sculpture trail, Control room, Projection mapping, Control Rooms	1168.83
4	Ghat upgradation (All ghats), Pedestrianization of road, Ghat extension, Tree shaded sittings, Bollards to block vehicular movements, Designated Boat docking spaces with amenities	718.1
5	Signages (8)	0.184
6	Toilet block (3) with changing rooms, cloak rooms, shower room, differently friendly toilets	165.67
7	Souvenir shop	21.04
8	Satvik Rasoi (Restaurant)	73.85
9	Overall Development, Site development, Boundary wall depicting religious stories	21.04
Sub-Total (A)		2,195.07
GST (18% of A)		395.11
SIA Charges (3% of A)		65.85

Contingency (2% of A)	43.90
DMO Charges (1% of A)	21.95
Total (B)	2,721.89

6. Experience: Eco Wellness experience at Yuksom Cluster, Gyalshing, Sikkim

Sn	Component	Cost (Rs. In Lakhs)
1	Art & Insight Center	672.49
2	Himalayan Wellness Center	559.49
3	Village & KNP Trek Gateway beautification, Market Street Improvement & Lake Beautification	221.52
Sub-Total (A) inclusive of GST		1453.50
	SIA Charges (3% of A)	43.61
	Contingency (2% of A)	29.07
	DMO Charges (1% of A)	14.54
Total (B)		1540.71

Annexure-5

General Conditions for Implementation of the Experiences under the Scheme as approved in 10th meeting of the CSMC held on 9th February

The Committee also reviewed the implementation modalities in detail and approved the following general conditions for implementation of the experiences under the scheme in line with the earlier decisions of the CSMC, Mission Directorate and guidance notes issued from time to time:

(i) Land

The State shall make land for the project available free of cost. No portion of the sanctioned project should be executed/ implemented on land/ property owned by private individual or trust.

(ii) Statutory Approvals & Clearances

The SIA would take all necessary clearances which are required as per prevailing rules and regulations including relating to environment, forest & pollution control and other pre-construction clearances before the implementation of the project.

(iii) Approved Experience to be developed as a single project

The approved experience shall be developed, operated and managed as a single project and the SIA shall award the same to 'Tourism Experience Development & Management Agency' (TEDMA) through open tendering process. The obligations, potential revenue streams, service levels and other relevant aspects have been elaborated in the following sections.

(iv) Timelines for the implementation of the Experience

The Experience shall be developed within one year of award of work to TEDMA. TEDMA shall be given maximum one year for development and minimum 5 years for operation and management. In case, TEDMA completes development before the stipulated time, it can start the operations. The States may further provide for renewal of O&M contract with TEDMA for mutually agreed period.

(v) No Cost Escalation to be given

The SIA shall ensure completion of development works within approved timelines to ensure timely utilization of funds and avoid escalation of cost. Any escalation of cost on account of delay or otherwise would be met by the SIA and no funds will be provided by Ministry of Tourism on this account.

(vi) Obligations to be funded by TEDMA

TEDMA will have the following obligations for funding:

- (a) Mandatory obligations in the development phase as may be specified.
- (b) All the necessary Infrastructure, Interiors, Furnishings, Consumables, Peripherals, Fixtures etc. required to make the experience fully operational and continued operation and management as per defined service levels.
- (c) Ensure professional experts to support in design, development, operations and management.
- (d) Marketing and promotion of the experience
- (e) Team deployment, training, uniform and management
- (f) General Operations: eg. Payment of Utilities, Consumable for Upkeep, Inventory
- (g) General Repairs & Maintenance
- (h) Any other obligations, which may be specified

(vii) Potential Revenue Sources for TEDMA

Potential revenue sources for meeting the cost of the obligations on TEDMA and for success of operations and management of the experience will be identified, including the following:

- (i) Advertisement charges
- (j) Parking charges
- (k) Ticketing
- (l) Public conveniences
- (m) Restaurant/ café/ food kiosks/ shops etc.
- (n) Tent city/ camping/ other accommodation services
- (o) Adventure and recreational activities
- (p) Any other charges

TEDMA should be given flexibility to create various revenue streams by value added services for the tourists within the overall vision of the experience.

(viii) Service Levels for Operation and Management

Service levels for various areas of operation and management by TEDMA to be defined including specifications, resource requirement, performance parameters, minimum service levels, methodology for measuring the service level and penalties for not meeting the SLAs.

(ix) Professional Agency to evaluate SLAs

Provision to be made for Professional Agency to evaluate the performance on defined service levels of the TEDMA and submit periodic reports to Destination Management

Organisation (DMO) and SIA. In case of breach of SLAs, penalties will be imposed on TEDMA.

(x) Enhanced design and specifications by TEDMA

TEDMA may be given the flexibility to enhance the design and specifications of any component of the experience as per the need of the market or provide better quality with the approval of the SIA.

(xi) Additional Facilities by TEDMA

TEDMA may be given the flexibility to provide additional facilities at their costs to enhance the tourist experience or provide additional services to the tourists with the approval of the SIA.

(xii) Charges to be included in the Cost Estimates

The following standardized charges will be eligible to be included in the cost estimates:

- (a) GST and other statutory taxes, levies and charges
GST and other statutory charges wherever not included in the schedule of rates and as applicable.
- (b) Contingency Charges at 2% of Project Cost funded under SD
It is meant for any unforeseen work not covered in the cost estimates. This will not be used for any office expenses or any other purposes except towards development cost of the experience.
- (c) SIA Charges at 3% of Project Cost funded under SD
It is the administrative cost to be paid to the SIA on account of institutional and project implementation support for the experience.
- (d) DMO Charges at 1% of Project Cost funded under SD
The DMO charges will be towards providing financial support to the DMOs under District Collectors to meet various expenses for coordinating, facilitating and monitoring the implementation of the experience and providing support to various destination management activities.

(xiii) EPC to be preferred over item rate contract

Keeping in view the need to provide flexibility in design to TEDMA, EPC may be a preferred option than Item rate contract.

(xiv) Sharing of annual fee to be given by TEDMA between SIA and DMO

The annual fee to be given by TEDMA during the operation and management phase should be used by DMO for further development of the destination particularly for enhancement of tourist experience at the destination. 10% of the annual fee will be shared with SIA. In case there are existing revenues to SIA/ other agencies from the project site, suitable arrangements could be worked out to provide additional share to SIA/ other agencies.