

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

Transport Bhawan,  
1, Sansad Marg,  
New Delhi-110001

File no. SD-8/15/2020-SD-Part(4)

Dated 12.06.2024

**OFFICE MEMORANDAM**

**Subject: Proceedings of the 14<sup>th</sup> Meeting of the Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 held on 12.03.2024 at 1500 hrs under the Chairpersonship of Secretary (Tourism).**

I am directed to enclosed herewith the Proceedings of the 14th Meeting of the Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 held on 12.03.2024 at 1500 hrs under the Chairpersonship of Secretary (Tourism) for kind perusal and necessary action.

  
(Uttank Joshi)

Assistant Director General (SD)

**Encl.: As above**

To,

1.

- |  |                  |
|--|------------------|
| (i) CEO, NITI Aayog  | Member           |
| (ii) Secretary, Ministry of Culture  | Member           |
| (iii) Secretary, Ministry of Civil Aviation  | Member           |
| (iv) Secretary, Ministry of Housing & Urban Affairs                                      | Member           |
| (v) Secretary, Ministry of Road Transport & Highways                                     | Member           |
| (vi) Secretary, Ministry of External Affairs   | Member           |
| (vii) Chairman, Railway Board  | Member           |
| (vii) Financial Advisor, Ministry of Tourism   | Member           |
| (viii) Additional Secretary, Ministry of Tourism<br>(Incharge of Swadesh Darshan Scheme) | Member Secretary |

2. The ACS / Principal Secretaries / Secretaries Department of Tourism and Head of Designated SIA of concerned States/UTs of concerned destinations under SD 2.0. (Goa, Punjab and Nagaland).

3. The Chairperson of the Destination Management committee (DMC) of North Goa, South Goa, Amritsar and Chumoukedima.

4. Team Leaders and Project Managers of concerned PDMC teams for Swadesh Darshan 2.0 for State/UTs of Goa, Punjab and Nagaland

**Copy to: -**

1. PS to Secretary (T)
2. The Regional Director, India Tourism Delhi / Guwahati/Mumbai
3. Managers and Assistant Managers of above mentioned States/UT's
4. M/s EY, NPMU, Swadesh Darshan Scheme

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

**File no.** SD-8/15/2020-SD-Part (4)

**Proceedings of the 14<sup>th</sup> meeting of the Central Sanctioning Monitoring Committee (CSMC) Swadesh Darshan Scheme 2.0 chaired by Secretary (Tourism) held on 12/03/2024 at 03:00 PM.**

**Agenda 13.1 Leave of Absence**

The 14<sup>th</sup> meeting of the Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 was held on 13.03.2024 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 13.2 Confirmation of the proceedings of the Eleventh Meeting**

The proceedings of the Thirteenth meeting of the CSMC circulated vide vide SD-8/15/2020-SD- Part(4) dated 29.02.2024 were confirmed.

**Agenda 13.3 Review of DPR Package -1 for the 07 approved 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 9<sup>th</sup> 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 26<sup>th</sup> meeting held on 05.03.2024 reviewed draft DPRs for 6 experiences and further recommended the following 04 DPRs to the CSMC for approval.

Sn.	Destination (State/UT)	Approved Experiences
1	Amritsar, Punjab	Border Tourism Experience at Attari
2	Chumoukedima, Nagaland	Eco-Tourism Experience at Chumoukedima viewpoint
3	Colva, Goa	Colva Beach Experience
4	Porvorim, Goa	Porvorim Creek Experience

3. The concerned States/ PDMCs made a detailed presentation on their respective DPRs in the 14<sup>th</sup> 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><b>Border Tourism Experience at Attari, Amritsar, Punjab</b></p> <ul style="list-style-type: none"> <li>• PDMC may assess the seating type and arrangement.</li> <li>• PDMC requires to improve on product planning and curation aspect for future projects.</li> <li>• Minimum specifications for development by TEDMA under the project to be clearly defined.</li> </ul>
2.	<p><b>Eco-Tourism Experience at viewpoint, Chumoukedima, Nagaland</b></p> <ul style="list-style-type: none"> <li>• It was noted that the area has water and electricity issues. State informed due facility shall be arranged for the proposed experience.</li> <li>• Design and utility of products proposed was directed to be improved in line with proposed requirement.</li> <li>• Visitor area with Stone Sculptures to be dropped.</li> <li>• It was proposed to have more facilities like Loghuts to enable overnight stays in the area. The State informed that the accommodations facilities are available in the region and considering water shortage, it will not be feasible.</li> </ul>
3.	<p><b>Colva Beach Experience, Colva, Goa</b></p> <ul style="list-style-type: none"> <li>• The state was informed to ensure interventions to avoid heavy construction works and ensure character of beach area.</li> </ul>

Sn.	Observations
	<ul style="list-style-type: none"> <li>It was further noted that the State intends to cancel the existing lease of parking and shopping area for incorporating overall beach management under the project.</li> <li>State requested for additional intervention for facility of shaded drop off area and security related intervention.</li> <li>It was informed that beach management for Colva Beach is under the scope of project in addition to elements proposed.</li> </ul>
4.	<p><b>Porvorim Creek Experience, Goa</b></p> <ul style="list-style-type: none"> <li>The state was informed to ensure interventions to avoid heavy construction works and ensure character of creek area.</li> <li>State requested for additional intervention related to road and junction infrastructure improvements. State was informed to develop such intervention not directly related to tourism products under state budget.</li> </ul>

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

Sn.	Name of the Experience	Approved Sanctioned Cost (in Rs. Lakhs)
1	Border Tourism Experience at Attari	2,590.97
2	Eco-Tourism Experience at Chumoukedima viewpoint	787.41
3	Colva Beach Experience	1,564.88
4	Creek Experience at Porvorim	2,356.05

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 10<sup>th</sup> meeting of the CSMC are given in **Annexure-5**.
6. The Committee further directed SIA to submit Final DPR accordingly.

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## Annexure 1: List of Participants

### 1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1	Ministry of Railways	Sh. Vikram Singh	Executive Director
2	NITI Aayog	Sh. Amit Bhardwaj	Deputy Advisor
3	Ministry of Roads, Transport & Highways	Sh. Gyanshyam	Superintending Engineer
4	Ministry of Culture	R.N. Kumaran	Dy. Superintending Archaeologist, ASI

### 2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Punjab	Sh. Rakesh Kumar Popli	PCS Addl Director Tourism
2.	Goa	Sh. Sumant Nadkarni	Superintending Engineer, GTDC
3.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept Tourism

### 3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Smt. Seema Jain	Director, Swadesh Darshan
2.	Smt. Manjiri Kamalapurkar	Asst. Director, Swadesh Darshan
3.	Faisal Khan	Member, NPMU
4.	Abhisek Kumar	Member, NPMU
5.	Kunal Singh	Member, NPMU
6.	Nikhil Kumar	Member, NPMU
7.	Karishma Prasad	Member, NPMU

### 4. List of Participants from Project Development and Management Consultants

Sn	Name	Designation
1.	Harsh Goel	Team Leader (Goa), M/s. INI Design Studio
2.	Apokla Jamir	Team Leader (Nagaland), M/s. WAPCOS
3.	TKS Sridhar	Team Leader (Punjab), M/s. L&T JV PwC

## Annexure -4

### Experience Wise Components and Cost

1. **Experience:** Border Tourism Experience at Attari, Amritsar, Punjab

Sn	Components	Cost (Rs in Lakhs)
1	Entrance Gate, Mural & Vehicular check post	133.24
2	Registration / Information Counter	24.25
3	Shaded pathways integrated with vending & seating	459.83
4	Shaded pathway in queuing area	58.33
5	Signage Boards and Maps	3.16
6	Toilet blocks, Medical Facility, Dustbins, etc	80.50
7	Public Announcement system (3 Nos)	60.00
8	Parking boom barrier at entrance (4 Nos)	6.00
9	DFMDs at Security Check post (13 Nos)	22.75
10	Baggage Scanner (7 Nos)	140.00
11	CCTV cameras, Poles, Server & UPS (62 Nos)	46.86
12	Electrical Building & Outdoor (provision in tourist area)	140.82
13	Civil/electric for installation of Crowd Management System	75.00
14	Comprehensive Annual Maintenance for Crowd Maintenance /Surveillance System	135.00
15	Digital Kiosks for registration + 14 turnstile Gates	80.00
16	Immersive Gallery (civil & equipment cost)	450.00
17	Replacement of Seating at BSF Gallery	145.17
18	Shaded pathway from security check post to BSF Gallery	28.58
<b>SUB TOTAL (A)</b>		<b>2,089.49</b>
GST (18% of A)		376.11
SIA Charges (3% of A)		62.68
Contingency (2% of A)		41.79
DMO Charges (1% of A)		20.89
<b>TOTAL (B)</b>		<b>2,590.97</b>



**2. Experience:** Eco-Tourism Experience at Chumoukedima viewpoint, Chumoukedima, Nagaland

<b>Sn</b>	<b>Components</b>	<b>Cost (Rs in Lakhs)</b>
1	Parking Area	20.35
2	Ticket Counter	3.23
3	Visitor area with Stone Sculptures	70.00
4	Toilets	15.22
5	Souvenirs and Convenience kiosks	20.75
6	Restaurant/Cafeteria	49.16
7	Site Landscaping	20.47
8	Internal Road and Pathways	250.00
9	Site Development	66.99
10	Trekking route and footpath	60.83
11	Viewpoint Tower	30.63
12	Renovation work and Solar Lights	27.38
<b>SUB TOTAL (A)</b>		<b>635.01</b>
GST (18% of A)		114.30
SIA Charges (3% of A)		19.05
Contingency (2% of A)		12.70
DMO Charges (1% of A)		6.35
<b>TOTAL (B)</b>		<b>787.41</b>

**3. Experience:** Creek Experience, Porvorim, Goa

<b>SN</b>	<b>Components</b>	<b>Cost (Rs in Lakhs)</b>
1	Jetty and Terminal Building <i>(Floating Jetty, Designated jetty for fisherman, canopies at boating jetty, Ticketing counter, Souvenir Shop, Cafeteria, toilets and changing rooms, PA System, Life Guard Station)</i>	1,117.91
2	Kayaking Jetty	42.00
3	Fish Angling Decks	60.00

<b>SN</b>	<b>Components</b>	<b>Cost (Rs in Lakhs)</b>
4	Ekoshim road streetscape development (Kayaking station to Panchayat Terminal)  <i>Promenade, seating plaza with street furniture, seating kiosk, EV pickup &amp; drop off points, cycling stands, cycling track, watch tower, softscape, information boards &amp; electric works</i>	626.77
5	Holy Cross Junction <i>(Food kiosks, Trellis with seating, street furniture and signages, softscapes and electric works)</i>	15.21
6	Malim Junction Improvement <i>(Civil works, softscapes &amp; Parking with EV charging points)</i>	38.15
<b>SUB TOTAL (A)</b>		<b>1,900.04</b>
GST (18% of A)		342.01
SIA Charges (3% of A)		57.00
Contingency (2% of A)		38.00
DMO Charges (1% of A)		19.00
<b>TOTAL (B)</b>		<b>2,356.05</b>

#### 4. Experience: Colva Beach Experience, Colva, Goa

<b>Sn</b>	<b>Components</b>	<b>Cost (Rs in Lakhs)</b>
1	Arrival Avenue, Plaza, Parking & Hawker Zone Development	497.00
2	Redevelopment of Shopping Area	150.00
3	Pedestrian Bridge	19.00
4	Gazebos	308.00
5	Roundabout development and shaded area	110.00
6	Infra works (PHE, Electrical, UGT)	112.00
7	Tourist Security Block and CCTV	10.00
8	Signages and Street Furniture	38.00
9	Softscape	18.00
<b>SUB TOTAL (A)</b>		<b>1,262.00</b>
GST (18% of A)		227.16

<b>Sn</b>	<b>Components</b>	<b>Cost (Rs in Lakhs)</b>
	SIA Charges (3% of A)	37.86
	Contingency (2% of A)	25.24
	DMO Charges (1% of A)	12.62
	<b>TOTAL (B)</b>	<b>1,564.88</b>

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**Annexure 2 - Checklist for reviewing the DPRs**

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 19<sup>th</sup> 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)
<b>A</b>	<b>General</b>	
1	DPR in alignment with the concept approved by CSMC and	
2	Observations made in the meetings of MD and CSMC have been incorporated.	
<b>A</b>	<b>Tourist Experience Parameters</b>	
	DPR should have all interventions to provide end to end tourist experience across all major tourist touch points	
(a)	<b>Provision for marketing and promotion:</b> <ul style="list-style-type: none"> <li>• Promotional material digital and physical</li> <li>• Promotion on website/ mobile app</li> <li>• Promotion on social media</li> <li>• Other channels to reach domestic and foreign tourists</li> </ul>	
(b)	<b>Provision for booking support</b> <ul style="list-style-type: none"> <li>• Internet booking</li> <li>• Onsite computerized token</li> <li>• Information on expected waiting time etc.</li> </ul>	
(c)	<b>Information Dissemination:</b> <ul style="list-style-type: none"> <li>• QR codes widely displayed to access information about destination/ attraction,</li> <li>• Information Center,</li> <li>• Tourist Maps,</li> <li>• Wayfinding, signages etc. at major nodes</li> </ul>	
(d)	<b>Traffic Management</b> <ul style="list-style-type: none"> <li>• Drop-off &amp; Pick-up points,</li> <li>• Parking,</li> <li>• Pedestrianization</li> <li>• E-vehicle from parking,</li> <li>• Connection with local transportation etc.</li> </ul>	
(d)	<b>Interpretation &amp; Sensitization:</b>	

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

<b>Sno</b>	<b>Item</b>	<b>Compliance (Yes/ No)</b>
(b)	Forest	
(c)	CRZ	
(d)	Municipal Authority	
(e)	Any other clearance or NOC required	
<b>4</b>	<b>Environment Protection</b>	
(a)	Wastewater Treatment	
(b)	Solid Waste Management	
<b>5</b>	<b>Sustainable Practices</b>	
(a)	Design of hard components based on <ul style="list-style-type: none"> <li>• local architecture,</li> <li>• use of local materials and</li> <li>• other eco-friendly and</li> <li>• heritage considerations, as applicable.</li> </ul>	
(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"> <li>• Minimal construction</li> <li>• Nature-based activities</li> </ul>	
(e)	Interventions for Capacity building and empowerment of women & youth	
<b>6</b>	<b>Project Cost Estimation</b>  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).  <ul style="list-style-type: none"> <li>• DPR to clearly designate components to be funded under Swadesh Darshan and</li> <li>• Other minimum obligations required to be developed or installed for successful operationalisation and management of the project.</li> </ul>	
<b>7</b>	<b>Sustainable Operation and Management</b>	



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"> <li>• Well defined and measurable</li> <li>• Identification of means of measurement of the same</li> <li>• Penalties for not meeting the SLAs</li> </ul>	
(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"> <li>• Parking</li> <li>• E-vehicle</li> <li>• Ticket for the attraction</li> <li>• Rent/ Income from Shopping outlets</li> <li>• Rent/ income from food and beverage outlets</li> <li>• Advertisements including LED etc.</li> <li>• Priority que</li> <li>• Value added services</li> <li>• Others</li> </ul>	
(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

#### Broad Structure for Tourism Experience Development and Management

Sn.	Item	Description
<b>1. Project Scope and Timelines</b>		
<b>1.1</b>	<b>Name of the Project</b>	<b>Development, Construction, Operations and Management of &lt;Name of the Experience&gt;</b>
<b>1.2</b>	<b>Authority</b>	<b>&lt;Name of the State Implementation Agency approved by Ministry of Tourism&gt;</b>
<b>1.3</b>	<b>Project Context</b>	<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 &lt;Name of the State&gt; through &lt;Name of the Agency&gt; as State Implementation Agency.</p> <p>&lt;Name of the Destination&gt; has been notified in the State of &lt;Name of the State&gt; 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 &lt;Name of the PDMC&gt; 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 &lt;Name of the Experience&gt; has been identified as one of the interventions in the Master Plan to enhance the tourist experience.</p>
<b>1.4</b>	<b>Project Brief</b>	<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	<b>Location</b>	<i>{Describe the locations covered by the project including a site map}</i>
1.6	<b>Total Land Area</b>	<i>{Total area of the site}</i>
1.7	<b>Total Developable Area</b>	<i>{Area which can be developed for revenue generating components}</i>
1.8	<b>Project Duration</b>	Development and Construction – Maximum 12 months  Operation and Management – Minimum 60 months with provision for renewal subject to satisfactory performance
1.9	<b>Scope of Work</b>	Detailed Scope of Work
1.10	<b>Minimum Development Obligations</b>	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 <b>Annexure-!</b>
1.11	<b>Estimated Project Cost</b>	INR ____ Cr  The assessment of actual costs, however, will have to be made by the Bidders.
1.12	<b>Optional Development</b>	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.
<b>2. Minimum Eligibility Criteria</b>		
2.1	<b>Eligible Bidders</b>	
2.2	<b>Joint Venture / Consortium</b>	To be allowed
2.3	<b>Minimum Eligibility – Technical Capacity</b>	
2.4	<b>Minimum Eligibility – Financial Capacity</b>	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.
<b>3. Technical and Financial Evaluation</b>		
<b>3.1</b>	<b>Technical Evaluation</b>	Illustrative.....  Construction Experience of Firm, O&M Experience of Firm, Human Resource Requirement, A&M Presentation, Work Plan
<b>3.2</b>	<b>Financial Bid</b>	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
<b>3.3</b>	<b>Evaluation of preferred bidder</b>	T > technically qualified  Lowest Total Cost quoted by the TEDMA – Revenue
<b>4. Bid Conditions</b>		
<b>4.1</b>	<b>Bid Validity</b>	XX days from the Bid Due Date
<b>4.2</b>	<b>Bid Security</b>	INR ____or ____% of the Quoted Contract Price, whichever is higher
<b>4.3</b>	<b>Performance Security</b>	<ul style="list-style-type: none"> <li>Part 1: INR ____ or ____% of the Proposed Project Cost, whichever is higher.</li> <li>Part 2: INR ____</li> </ul>
<b>4.4</b>	<b>Retention Money</b>	<ul style="list-style-type: none"> <li>10 % of Invoice amount will be retained which will be released on completion of work and release of Discharge certificate</li> </ul>
<b>4.5</b>	<b>Liquidity Damages</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>5. Roles and Responsibilities</b>		
<b>5.1</b>	<b>Roles and Responsibilities of Implementation Partner</b>	<b>Part 1 – Development and Construction of the Project</b> <ul style="list-style-type: none"> <li>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</li> </ul>

		<ul style="list-style-type: none"> <li>• Drawings</li> <li>• 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</li> <li>• 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.</li> <li>• furnish to the Authority a complete set of as-built Drawings,</li> <li>• Undertake the Mandatory Development Obligations</li> <li>• Penalties for delays</li> <li>• 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.</li> </ul> <p>Monthly Progress Reports</p> <ul style="list-style-type: none"> <li>• furnish to the Authority a monthly report on progress of the Development Works</li> <li>• Submit monthly bills of the value of the work completed less the cumulative amount paid previously.</li> <li>• Request to issue a Certificate of Completion of the Works</li> </ul> <p><b>Part 2 – Operations and Maintenance of the Project – Technical services, Equipment O&amp;M, Human Resources, Annual Maintenance, Marketing, Sales, Revenue Collection, etc.</b></p> <ul style="list-style-type: none"> <li>• 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&amp;M such as kitchen equipment, or luggage scanner, etc.), but which may be required for implementation of Scope of Work of the Operator .. <b>all nt funded to be provisioned by the agency..</b></li> <li>• Promptly commence operations upon the Project Site, including the Project Facilities and Services.</li> </ul>
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		<ul style="list-style-type: none"> <li>• Make efforts to maximise tourists handled to achieve optimal utilization of the Project Facilities and Services.</li> <li>• 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.</li> <li>• 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.</li> <li>• Ensure maintenance of proper and accurate record/data/accounts relating to operations of the Project Facilities and Services and the revenue earned therefrom.</li> <li>• 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.</li> <li>• Implement standard operating procedures for all departments.</li> <li>• Undertake such commercial activities as are permitted and in the manner contemplated under the O&amp;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.</li> <li>• 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.</li> <li>• Repair as necessary and maintain the Project Facilities and Services or any part thereof in accordance with the Scope of Work</li> <li>• Make adequate security arrangements on the project premises.</li> <li>• Employ qualified and skilled personnel required to operate the Project Facilities and Services</li> <li>• Establish, maintain, and popularise a website dedicated to the project.</li> <li>• Marketing and Promotion – Make efforts to increase the number of international and domestic tourists.</li> </ul>
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		<ul style="list-style-type: none"> <li>• Payment terms will be as per payment schedule (monthly, based on submission of approved bills)</li> </ul>
5.2	Role and Responsibilities of the Authority	<p><b>Development and Construction</b></p> <ul style="list-style-type: none"> <li>• Give possession of all parts of the Site to the Contractor.</li> <li>• 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.</li> <li>• Promptly grant approvals/ consents sought by the Operator.</li> <li>• Provide all the NOCs</li> <li>• 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</li> <li>• Make requisite payments as per contract.</li> <li>• Issue a Certificate of Completion of the Works upon deciding that the Work is completed.</li> </ul> <p><b>O&amp;M</b></p> <ul style="list-style-type: none"> <li>• Promptly grant approvals/ consents sought by the Operator. Assist in getting permits/licenses as required for successful O&amp;M of the project.</li> <li>• 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</li> <li>• Inspect project facilities and books of accounts.</li> <li>• Recommend service levels and Key Performance Indicators to ensure service quality.</li> <li>• Annual Performance Evaluation based on Key Performance Indicators provided in the RFP</li> </ul>
<p><b>6. Key Performance Indicators/ Service levels</b></p>		

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	
<b>7. Other Major Clauses</b>		
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"> <li>• Performance area</li> <li>• Performance corridor</li> <li>• Corridor</li> <li>• Samarika (4 nos)</li> <li>• Hands on experience (3 nos)</li> <li>• Selfie platform (2 nos)</li> <li>• Sitting area</li> <li>• Ethnic clothing renting shop</li> </ul>	409.7 sq. m
2	Utility Building	<ul style="list-style-type: none"> <li>• Male washroom</li> <li>• Female washroom</li> <li>• Specially abled toilet</li> <li>• Janitor's closet</li> <li>• Drinking water</li> <li>• Entry corridor</li> </ul>	98.3 sq. m
3	Northeast Hut	<ul style="list-style-type: none"> <li>• Performance arena</li> <li>• Performance corridor</li> <li>• Corridor</li> <li>• Samarika (8 nos)</li> <li>• Ethnic clothing renting shop</li> <li>• Selfie point (2 nos)</li> <li>• Sitting area</li> </ul>	409.7 sq. m
4	India Cluster	<ul style="list-style-type: none"> <li>• Samarika (17 nos)</li> <li>• Male green room</li> <li>• Female green room</li> <li>• Corridor</li> <li>• Open air theatre</li> <li>• Plaza</li> </ul>	551.6 sq. m
5	Accommodation	<p>Ground Floor (24 pax)</p> <ul style="list-style-type: none"> <li>• Reception</li> <li>• Storeroom</li> <li>• Stairs</li> <li>• Corridor</li> <li>• Male dormitory</li> <li>• Male washroom</li> <li>• specially abled male washroom</li> <li>• Male lobby</li> <li>• Female dormitory</li> <li>• Female washroom</li> <li>• Specially abled female washroom</li> <li>• Female lobby</li> </ul> <p>First floor (24 pax)</p>	907.2 sq. m

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

No	ACTIVITIES	PARTICULARS	QUANTITY
	<b>Total</b>		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

**General Conditions for Implementation of the Experiences under the Scheme as approved in 10<sup>th</sup> meeting of the CSMC held on 9<sup>th</sup> 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.