

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

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

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

Dated 16.09.2022

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

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

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

  
(Uttank Joshi)  
Asstt. DG

Encl.:- As above.

To

- (i) The Secretary (Ministry of Culture/ Civil Aviation/ Housing and Urban Affairs/ Road Transport & Highways / Ministry of External Affairs / CEO, NITI Aayog/ Chairman, Railway Board
- (ii) Director General, Ministry of Tourism
- (iii) Financial Advisor, Ministry of Tourism
- (iv) Addl. Secretary, Ministry of Tourism  
(Incharge of Swadesh Darshan scheme)
- (v) Principal Secretary, Deptt. of Tourism, **State/ UT of Puducherry/Madhya Pradesh/ Meghalaya/ Punjab/ Tamil Nadu/ Tripura/ Kerala/ Chandigarh/ Lakshadweep**

Copy to:-

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

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

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

**Agenda 1.1 Leave of Absence**

Additional Secretary, Ministry of Tourism welcomed the participants to the meeting. The list of attendees is given in annexure 1. Leave of absence was granted to the members, who could not attend the meeting.

**Agenda 1.2 Overview of Swadesh Darshan Scheme 2.0**

1. The Committee was informed of the background of revamping Swadesh Darshan Scheme launched in 2015 as Swadesh Darshan 2.0 by the Ministry of Tourism and the guidelines of the Scheme were already circulated to all the members.
2. It was emphasised that the SD 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination centric and tourist centric scheme.
3. A presentation on the salient features of Swadesh Darshan 2.0 scheme covering the key reforms was made in the meeting:

**(i) Broad basing of Central Sanctioning and Monitoring Committee**

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

**(ii) State level Institutional Structure for the Scheme**

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

**(iii) Strategic Destination Selection**

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

**(iv) Detailed benchmarking and gap analysis of destination**

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

**(v) Focus on both Hard and Soft Interventions**

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

**(vi) Strengthening of Project Implementation and Monitoring**

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

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

**(vii) Sustainable Operations and Maintenance**

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

**(viii) Promotion & Marketing**

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

**(ix) Impact Assessment**

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

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

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

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

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

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

#### **Agenda 1.4 Selection & Approval of Destinations**

1. The Committee was informed that as per clause 4.3 of the guidelines for Swadesh Darshan Scheme 2.0, the States will prepare a State Perspective Plan analysing tourism potential of various destinations based on the following:
  - (i) Major tourism attractions, offerings and themes
  - (ii) Connectivity by Air, Rail and Road including local travel
  - (iii) Connectivity to any tourist circuit
  - (iv) Current tourism eco system at the destination
  - (v) Future tourism potential at the destination
  - (vi) State support for the destination

The Ministry will select 2-3 destinations of the State for development based on the State Perspective Plan.

2. The Committee was further informed that keeping in view overall limit of 55 destinations, it has been decided by the Ministry that not more than two destinations per State/ UT to be selected under the Scheme in first phase. The Ministry has accordingly circulated guidelines and the template for submission of State Perspective Plans (SPPs) and online portal [nidhi.nic.in/SwadeshDarshan](http://nidhi.nic.in/SwadeshDarshan) has also been setup for submitting the SPPs.
3. It was further informed that the Ministry of Tourism decided to accord priority to some of the iconic destinations, which were earlier identified by the Ministry of Tourism in consultation with the States and draft Master Plans are already prepared for those destinations. The Ministry of Tourism had also prepared a list of indicative destinations during the course of review of the Scheme by PMO.
4. The Committee noted that Seven State Perspective Plans were appraised/ evaluated by the Mission Directorate through National Program

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

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

5. The Committee deliberated on the recommendations of Mission Directorate regarding shortlisting of two destinations for each State based on the appraisal/ evaluation of the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme. The Committee accordingly approved the recommendations of the Mission Directorate for taking up the following destinations for development under Swadesh Darshan 2.0:

- (i). Puducherry UT**  
Puducherry & Karaikal
- (ii). Madhya Pradesh**  
Khajuraho & Gwalior.
- (iii). Meghalaya**  
Shillong & Sohra
- (iv). Punjab**  
Amritsar & Kapurthala
- (v). Tamil Nadu**  
Mamallapuram & the Nilgiris
- (vi). Tripura**  
Agartala & Unakoti
- (vii). Kerala**  
Kumarakom & Kozhikode (Bey pore)
- (viii). Chandigarh UT**  
Chandigarh
- (ix). Lakshadweep UT**

## Lakshadweep

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

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

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

**2. States/ UT**

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

**3. Districts**

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



#### 4. Ministry of Tourism

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