

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

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

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

Dated 11.10.2023

**OFFICE MEMORANDAM**

**Subject: Circulation of the proceedings of the 07<sup>th</sup> Meeting of the Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 held on 06.10.2023 under the Chairmanship of Secretary (Tourism)**

Reference is invited to the 7<sup>th</sup> meeting of Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 held on 06.10.2023 under 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)

Assistant Director General

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
(viii) Financial Advisor, Ministry of Tourism	Member
(ix) Additional Secretary, Ministry of Tourism	Member Secretary

(Incharge of Swadesh Darshan Scheme)

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.  
(Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand).
3. The Chairperson of the Destination Management committee (DMC) of YSR Kadapa, North Goa, South Goa, Gwalior, Satna, The Nilgiris, Vikarabad, Shi Yomi, Kokrajhar, Kargil, Kozhikode, Kumarakom, Jodhpur, Puducherry, Karaikal.
4. Team Leaders of concerned PDMC teams for Swadesh Darshan 2.0 for State/UTs of Andhra Pradesh, Arunachal Pradesh, Assam, Goa, Kerala, Madhya Pradesh, Tamil Nadu, Telangana, Rajasthan, Puducherry UT

**Copy to: -**

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

**Proceedings of the 7<sup>th</sup> meeting of Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 06/10/2023 at 03:00 PM**

**Agenda 7.1 Leave of Absence**

The 7<sup>th</sup> meeting of the Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 was held on 06/10/2023 at 3 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 7.2 Confirmation of the proceedings of the sixth meeting**

The proceedings of the sixth meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD-Part(I) dated 18/09/2023 to all the members. The same were confirmed.

**Agenda 7.3 Present Status on Swadesh Darshan 2.0 Pre-requisites**

The current status of various pre-requisites for implementation of the Scheme was reviewed and decided as under:

S no	States	Pending Pre-requisites	Remarks
1	Manipur	MoU	The State informed that the tripartite MoU to be signed within a week.
2	Odisha	(i). SIA (ii). MoU	The State informed that the file is in Chief Minister's office for approval.

**Agenda 7.4 Sanction of funds for PDMCs engagement**

1. The Committee noted the process as informed in the 4th and 5th meeting about the empanelment of PDMCs, RFP for inviting proposals centrally and other steps approved by the Committee for appointment of PDMCs.
2. The Committee further noted that the Ministry has vide O.M. No SD-8/15/2020-SD dated 24.07.2023 circulated template to all States/UTs for submitting the case for sanction of funds.
3. Out of 25 States/UTs where PDMC agreements have been signed, fund release request from 19 States/UTs were approved by the Central

Sanctioning & Monitoring Committee (CSMC) in the meeting held on 13.09.2023.

4. The request for release of funds received from 4 States/UTs are found to be in order and summary details of the same are given below:

Sn	State/UT	SIA	Letter No & Date	Amount (excl. GST)
1.	Chandigarh	STEPS	TD-2023/2113 dt. 21.09.2023	₹ 3,08,00,000
2.	Himachal Pradesh	Dept of Tourism & Civil Aviation	TSM-4-74/2015-XXV-7775 dt. 04.10.2023	₹ 3,00,30,000
3.	Gujarat	TCGL	STO/PVS/102023 dt. 13.09.2023	₹ 5,39,00,000
4.	Puducherry	DOT	No.9535/Tourism/U5/2022/520 dt. 14.09.2023	₹ 4,23,52,200

5. The committee approved the sanction funds for the State/UTs as per details given in Para 4 and further release the first instalment of 30% to the respective State Implementing Agency.
6. The States/ UTs of Maharashtra and Jharkhand were directed to submit the proposals within a week's time to ensure formal sanction of funds and timely release of the PDMCs payments.

#### **Agenda 7.5 Meetings of the Consultancy Monitoring Committee**

1. The committee was informed that the Standard Operating Procedure (SOP) for PDMC Contract Management has been circulated to all States/UTs. As per SOP, a Consultancy Monitoring Committee (CMC) has to review various aspects of the working of the PDMC:
- (i). Monthly progress reports for releasing the payment
  - (ii). Deliverables
  - (iii). Substitution of Personnel
  - (iv). Travel Reimbursement
  - (v). Other related aspects
2. The committee noted that for the following 6 State / UT, meetings of the Consultancy Monitoring Committee were yet to be conducted:
- (i). Arunachal Pradesh

- (ii). Gujarat
  - (iii). Ladakh UT
  - (iv). Mizoram
  - (v). Tripura
  - (vi). Uttarakhand
3. The committee advised the States/ UTs to hold regular meetings of the CMC to review the progress of the scheme.

**Agenda 7.6 Progress of Master Plans (Iteration-1)**

1. The current status of submission of Master Plan, Strategy and Action Plan (Iteration-01) for below States were found pending:

Sn	State /UT	Destination	PDMC	Status
1	Arunachal Pradesh	Nacho	Voyants JV IDeck	Pending
2	Nagaland	Niuland	WAPCOS	Pending
3	Nagaland	Chumoukedima	WAPCOS	Pending

2. It was also informed that PDMCs have to revise the draft master plan (iteration 1) and submit the same after compliance with the observations of the NPMU and Revised template incorporating the guidance notes.
3. The States/ UT were further directed to review the deliverables from PDMCs taking into account the observations shared and guidance notes on Master Plan Strategy & Action Plan as per revised template and share the revised Master Plan Iteration-01 by 10.10.2023.

**Agenda 7.7 Progress of DPR Package -1 (20 Experiences)**

1. The committee in its 6<sup>th</sup> meeting approved the following 20 experiences for preparation of DPR Package 1 after incorporating the observations made by CSMC and Mission Directorate:

Sno.	Destination	Experiences
1.	Mysuru, Karnataka	1. Ecological Experience Zone at Mysuru
		2. Tonga ride Heritage experience zone at Mysuru

<b>Sno.</b>	<b>Destination</b>	<b>Experiences</b>
2.	Hampi, Karnataka	3. Setting up of 'Traveller nooks' at Hampi
3.	Pithoragarh, Uttarakhand	4. Rural Tourism Cluster Experience at Gunji
4.	Champavat, Uttarakhand	5. Tea Garden Experience at Champavat
5.	Bhongir, Telangana	6. Bhongir Fort experiential Zone
6.	Leh, Ladakh UT	7. Juley Leh Biodiversity Park
		8. Winter Sports Arena at Leh lake
7.	Sohra, Meghalaya	9. Meghalayan age Cave Experience at Sohra
		10. Sohra Waterfall Trails experience
8.	Shillong, Meghalaya	11. Police Bazaar-Wards Lake Culture Zone at Shillong
		12. Polo Precinct Area at Shillong
9.	Gangtok, Sikkim	13. Gangtok MG road experience
		14. Gangtok Cultural Village
10.	Mamallapuram, Tamil Nadu	15. Immersive experience at Shore Temple
11.	Agartala, Tripura	16. Tea Tourism experience at Kamalasagar, Agartala
		17. Tripura Heritage Village experience at Agartala
12.	Jorhat, Assam	18. Reimagining Cinnamara Tea Estate at Jorhat
13.	Kapurthala, Punjab	19. Eco Tourism experience at Kanjili wetland, Kapurthala
14.	Amritsar, Punjab	20. Border Tourism Experience at Attari

2. The committee noted that the PDMCs are yet to submit the detailed layout, walk through and media brief for the above experiences and were directed to submit the same by 10.10.2023.
3. It was further directed by the committee that the respective States/UTs to ensure the submission of DPR Package-01 for the above approved experiences by 10.10.2023.
4. The States/ UTs are requested to expedite action for submission of DPRs for package 1.

#### **Agenda 7.8 Review of Concept Plans for DPR Package 1 (17 Experiences)**

1. Based on the review of Master Plans (Iteration-01) Strategy and Action Plan presented by various PDMCs for remaining destinations, the following experiences have been shortlisted for end-to-end tourist experience improvement plan as per guidance note issued:

<b>S No.</b>	<b>Destination (State/UT)</b>	<b>Shortlisted Experiences</b>
1.	Gandikota, Andhra Pradesh	1. Gandikota Gorge Experience
		2. Gandikota Fort Experience
2.	Porvorim, Goa	3. Porvorim Creek Experience
3.	Colva, Goa	4. Colva Beach Experience
4.	Gwalior, Madhya Pradesh	5. Phoolbagh Experience zone
5.	Chitrakoot, Madhya Pradesh	6. Spiritual experience through ghats of Chitrakoot
6.	The Nilgiris, Tamil Nadu	7. Nature Trail Experience along Pykara river, Ooty
7.	Ananthagiri, Telangana	8. Eco tourism zone at Ananathgiri forest
8.	Mechuka, Arunachal Pradesh	9. Mechuka Cultural Haat
		10. Mechuka Adventure Park
9.	Kokrajhar, Assam	11. Kokrajhar Wetland Experience
10.	Kargil, Ladakh UT	12. Exploring LOC and Hundarman village experience
11.	Kumarakom, Kerala	13. Kumarakom Bird Sanctuary

S No.	Destination (State/UT)	Shortlisted Experiences
12.	Kozhikode (Bey pore), Kerala	14. Chaliyam Fort Experience
13.	Jodhpur, Rajasthan	15. Marwar's Heritage Experience Zone
14.	Puducherry, Puducherry UT	16. Paradise beach experience at Puducherry
15.	Karaikal, Puducherry UT	17. Karaikal beach and waterfront experience

4. The shortlisted interventions were presented by PDMC teams for respective destinations. The Committee reviewed the shortlisted experiences presented in the meeting and following observations were made:

#### **Central Government Clearances**

- (i) It was re-iterated that prior permission from ASI, Forest, CRZ and other Central Government Agencies, as may be required shall be obtained and included in the DPR. The Ministry of Tourism will also hold meetings with the relevant agencies to expedite the clearances.

#### **State Government Clearances**

- (ii) All clearances as may be required from any State Regulatory Authority must be obtained and included in the DPR.
- (iii) Availability of land and possession of land for implementing the project must be included in the DPR.
- (iv) Technical feasibility of the project including flooding and other factors shall be ascertained and included in the DPR.

#### **State Government's Mandate for PPP**

- (v) State's mandate for potential PPP opportunities shall also be included in the DPR

#### **Local design, architecture and eco-friendly material**

- (vi) The design should be inspired by local architecture, local material and other eco-friendly and heritage considerations as may be



relevant. The Ministry should also set up a mechanism to ascertain the same.

- (vii) Further, the landscapes such as gardens, parks etc. to be designed using indigenous species.

#### **Universal Accessibility**

- (viii) Universal accessibility (including handrails, ramps with correct slope, washrooms designed with sensitivity to differently abled tourists etc.) to be ensured while preparing the detailed designs of the experiences.

#### **Carrying capacity and visitor management**

- (ix) At environmentally sensitive areas such as wetlands and waterfronts, beaches etc. the carrying capacity estimation to be undertaken as well as minimal construction and nature-based activities to be proposed.

#### **Soft intervention to be essential part for good visitor experience**

- (x) The experiences should include soft interventions such as digitalization, marketing and promotion, visitor management, safety, cleanliness, hygiene, reception and grievance handling etc. as may be required for end-to-end pleasant visitor experience. Interventions involving large scale construction with implementation timeline of more than 8-10 months to be avoided.

#### **Operation and management on sustainable basis through professional agencies**

- (xi) The DPR shall mandatorily include proposal for operation and management of the experience on the sustainable basis by Professional agencies and revenue to be retained by Destination.
- (xii) Combined development, maintenance and operation and management contract will be explored to ensure long terms success of the proposed experiences.

5. The committee accordingly approved in principle the proposed concepts for the tourist experiences at various destinations for further detailing and preparation of DPR's. States was directed to submit the DPR of shortlisted interventions by the 10<sup>th</sup> of November 2023 with assessment of readiness

of project after incorporating the feedback and the guidance note in this regard.

6. The committee directed the State/UTs and PDMCs to highlight and escalate to the Ministry regarding pending clearances or approvals from other Departments/ Ministries for resolution to ensure timely submission of the DPRs.

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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 Culture	Sh. Asangba Chuba Ao	Joint Secretary
2.	Ministry of Housing & Urban Affairs	Sh. Dinesh Kapila	Economic Advisor
3.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
4.	Ministry of Road Transport and Highways	Sh. Ghanshyam Kumar	Superintendent Engineer-Planning
5.	Ministry of Railways	Sh. Sumeet Singh	Director, Tourism & Catering
6.	Ministry of External Affairs	Sh. Abhishek Singh	Joint Secretary
7.	NITI Aayog	Sh. Amit Bharadwaj	Dy. Advisor

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

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. A. V. Reddy	Executive Director-Projects, APTDC
2.	Andhra Pradesh	Sh. Mallikarjuna	District Tourism Officer, YSR Kadappa District
3.	Arunachal Pradesh	Sh. K.N. Damo	Director Tourism
4.	Arunachal Pradesh	Smt. Rita Yorung	District Tourism Officer, Shi-Yomi District
5.	Assam	Sh. Kumar Padmapani Bora	Principal Secretary and MD ATDC
6.	Assam	Sh. Wadiul Islam	Additional DC, Kokrajhar District
7.	Chandigarh UT	Sh. Rohit Gupta	Director Tourism
8.	Goa	Sh. M.P. Balan	Superintendent Engineer, GTDC
9.	Goa	Smt. Sharmila Gaokar	Dy Collector, South Goa District
10.	Goa	Sh. Shiv Prasad Naik	Dy Collector, North Goa District
11.	Gujarat	Sh. Hareet Shukla	Secretary, Dept of Tourism

Sn.	State/UT	Name	Designation
12.	Himachal Pradesh	Sh. Amit Kashyap	Director, Dept of Tourism & Civil Aviation
13.	Jharkhand	Sh. Jitendra Bahadur Singh	Under Secretary, Dept of Tourism
14.	Karnataka	Sh. Ram Prasath Manohar	Director Tourism & MD KTIL
15.	Kerala	Sh. Prem Kishnan	Additional Director General, Dept of Tourism
16.	Kerala	Smt. Shelsa Suni	Deputy Collector, Kozhikode
17.	Ladakh UT	Sh. Kacho Mehboob Khan	Commissioner & Secretary. Dept of Tourism
18.	Ladakh UT	Sh. Mohd Hadi	Asst Director, Tourism Kargil District
19.	Madhya Pradesh	Sh. Sheo Shekhar Shukla	Pr. Secretary & MD MPTB
20.	Maharashtra	Sh. Akash Chokar	Executive Engineer, Dept of Tourism
21.	Manipur	Sh. Pradeep Jha	Commissioner, Dept of Tourism
22.	Meghalaya	Sh. Cyril V. Darlong Diengdoh	Director, Dept of Tourism
23.	Mizoram	Dr. Lalorozama	Secretary, Dept of Tourism
24.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism
25.	Nagaland	Smt. Keduoise M. Rio	Director, Dept of Tourism & MD Nagaland Tourism Board
26.	Odisha	Smt. Ellora Bharati Jena	Joint Secretary, Dept of Tourism
27.	Puducherry UT	Sh. D. Manikandan	Secretary, Dept of Tourism
28.	Puducherry UT	Sh. Kulothugan	Collector, Karaikal District
29.	Punjab	Sh. Rakesh Kumar Popli	Addl. Director, Directorate of Tourism
30.	Rajasthan	Dr. Rashmi Sharma	Director, Dept of Tourism
31.	Rajasthan	Sh. Sanjay Kumar	Additional DM, Jodhpur District
32.	Sikkim	Sh. Prakash Chettri	Secretary, Dept of Tourism & Civil Aviation
33.	Tamil Nadu	Sh. Sandeep Nanduri	Director, TTDC
34.	Telangana	Sh. Manohar Rao	Managing Director, TSTDC

Sn.	State/UT	Name	Designation
35.	Telangana	Sh. Hanumantha Rao	Ananthagiri DYSO, Vikarabad District
36.	Tripura	Sh. Uttam Kumar Chakma	Secretary, Dept of Tourism
37.	Uttarakhand	Sh. Sachin Kurve	Secretary, Dept. of Tourism
38.	Uttar Pradesh	Sh. Ashwini Kumar Pandey	MD, UPSTDC

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

Sn.	Name	Designation
1.	Sh. Rakesh Kumar Verma	Additional Secretary, Tourism
2.	Sh. Prashant Ranjan	Director, Swadesh Darshan
3.	Sh. P.H. Pillai	Director, Finance
4.	Sh. Uttank Joshi	Asst. DG (Swadesh Darshan)
5.	Sh. Ajit Pal Singh	Asst. Director (Swadesh Darshan)
6.	Smt. Manjiri Kamlakapurkar	Asst. Director (Swadesh Darshan)
7.	Faisal Khan	Member, NPMU
8.	Karishma Prasad	Member, NPMU
9.	Abhisek Kumar	Member, NPMU
10.	Nikhil Kumar	Member, NPMU
11.	Kunal Singh	Member, NPMU
12.	Vivek Mehta	Member, NPMU
13.	Deepika Nagpal	Member, NPMU

### 4. Team Leaders from selected Project Development and Management Consultants

Sn	Name	Designation	PDMC
1.	Sh. S B Gangadharan	Team Leader - Telangana	M/s. L&T Infra Engineering JV PwC
2.	Sh. Balakrishnan Iyer	Team Leader – Tamil Nadu	M/s. L&T Infra Engineering JV PwC

<b>Sn</b>	<b>Name</b>	<b>Designation</b>	<b>PDMC</b>
3.	Sh. Harsh Goel	Team Leader – Andhra Pradesh & Goa	M/s. INI Design Studio
4.	Sh. Sunil Koul	Team Leader- Rajasthan	M/s. IPE Global Ltd.
5.	Sh. Umang Handoo	Team Leader- Madhya Pradesh	M/s. IPE Global Ltd.
6.	Sh. Subha Brata Roy	Team Leader- Arunachal Pradesh Assam, Ladakh UT	M/s. Voyants Solutions JV IDeck