

Government of India
Ministry of Tourism
Swadesh Darshan Scheme

Transport Bhawan
1, Parliament Street
New Delhi-110001

File No. 8/15/2020-SD

Dated:01.12.2022

Subject: Circulation of the Proceedings of the 3rd Meeting of 'Central Sanction and Monitoring Committee (CSMC) of Swadesh Darshan Scheme 2.0' held under the Chairmanship of Secretary (Tourism) on 16.11.2022.

Reference is invited to the 3rd Meeting of 'Central Sanction and Monitoring Committee (CSMC) of Swadesh Darshan Scheme 2.0' held under the Chairmanship of Secretary (Tourism) on 16.11.2022.

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

(Uttank Joshi)
Assistant DG(SD)

Encl: As above

To

The ACS/ Principal Secretary/ Secretary
States/UT of Karnataka, Ladakh, Nagaland,
Odisha, Sikkim, Telangana

Copy for information to:-

- (i) The Regional Directors, India Tourism Delhi, Chennai, Mumbai, Kolkata & Guwahati
- (ii) NPMU (SD Scheme), Ministry of Tourism

Proceedings of the 3rd meeting of Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 16/11/2022 at 5:30 PM

Agenda 3.1 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 3.2 Confirmation of the proceedings of the second meeting

The proceedings of the second meeting of the CSMC were circulated vide OM no. SD-8/15/2020-SD dated 13/10/2022 to all the members. The same were confirmed.

Agenda 3.3 Swadesh Darshan 2.0- Destination Centric Approach

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 Destination Centric Approach under the Swadesh Darshan 2.0 was made by the NPMU covering the following key areas:

(i). Defining Destination

Under Swadesh Darshan 2.0, Destinations having an existing tourism ecosystem with accommodation facilities for overnight visitors, tourism infrastructure amenities & services, having connectivity options for the travellers and availability of tourism service providers such as travel agents, guides and taxi facilities would be considered. Thus, Destination would act as unit for Planning, Development and Analysis.

(ii). Destination Management Organisations

DMOs will play a crucial role in implementing the scheme. The prime functions of the body will be to ensure effective planning and development, coordination with the public and private agencies, deploying a grievance redressal mechanism, ensuring larger community engagement and participation in the developmental activities, management and materialising a Visitor Information System.

(iii). Data Driven Destination Management**a. Destination Profiling:**

The key attributes would be mapped and put out in a digital platform such as website, mobile app, videos which is user friendly and helps in better visibility of the destination. This would include the destination's attractions, linked circuits and popular itineraries, transit and accommodation options.

Destination Digitalization will be undertaken for better facilitation and seamless experience for tourists in booking of rooms, guides, deals & tickets, curation of destination's cultural and historical content, live feed and streaming, destination information, creation of micro-website, mobile application and furthermore social media promotions.

b. Baseline KPI and quarterly measurement

In order to assess the level of tourism development in the destinations, baseline information & performance on the Key Performance Indicators both from the demand (End user-Tourists) & supply (Tourism Service Providers) sides of the sector would be monitored on a quarterly basis.

c. Destination Dashboard

For ease of monitoring of the Destination Profile, KPIs and other attributes of the development a Dashboard would be created exclusively for the destination which would be integrated to the SD 2.0 scheme Master Information System (MIS) Dashboard.

(iv). Destination Master Plan

Master Plan will be laid out to foresee strategic vision and planned development of the destination. MoT will bring out model Master Plan and DPR templates to ensure consistency in the structure. Focus on the Master Plan would be to impart principles of Sustainability and Responsible Tourism with larger emphasis on Public Private Partnerships.

(v). Destination Marketing

Brand identity of the destination could be materialised by use of quick-win solutions such as a logo or tagline, Public Arts initiatives, Place-Making & Tactical Urbanism and promotion of local products through souvenir shops. Later efforts would be streamlined to popularise 'One major Product from the Destination' and have a dedicated branding strategy for the destination.

(vi). Destination Based Skilling

State/District Management Committee will undertake efforts in organising capacity building and skill development programmes as identified. Special focus in moulding guides with multilingual abilities & story telling capabilities. Also creating more opportunities in traditional folklore and revival of destination's intangible heritage would be targeted.

(vii). Adopt the Destination:

In order to impart a sense of ownership to the community various programs would be planned such as convergence with the 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry. Further local Colleges and Universities would be encouraged to 'Adopt a Destination'. Celebrities and Diaspora rooted to the destination will also be leveraged for active branding and promotion.

(viii). Private Investment in Tourism

A plan for management of revenue-generating assets, which can have public-private partnership and non-revenue generating assets, which will give budgetary support will be worked out and implemented. Master Plans would also identify potentials areas for Private investment and participation at the destination.

(ix). Improving Framework Conditions:

Destination Management Committee will review framework conditions at the destination particularly health, hygiene, safety, civic infrastructure, overall quality of maintenance of the destination. Synergy with ongoing schemes of Government of India would be established in collaboration with the Central Ministries and other agencies.

4. Members were requested to provide suggestions on further areas and elements to be integrated under the Destination centric development approach envisaged under SD 2.0.

Agenda 3.4 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/Swadesh Darshan](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 six State Perspective Plans of the following States have been appraised/ evaluated by the Ministry in the 6th meeting

of the Mission Directorate held on 03rd November 2022 through National Program Management Unit for the following States:

- (i) Karnataka
- (ii) Ladakh
- (iii) Nagaland
- (iv) Odisha
- (v) Sikkim
- (vi) Telangana

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:

a. Karnataka

Hampi and Mysuru

b. Ladakh

Leh and Kargil

c. Nagaland

Niuland and Chumukedima

d. Odisha

Koraput and Debrigarh

e. Sikkim

Gangtok and Gyalshing

The Ministry noted the request of Sikkim to consider an additional destination, 'Soreng' under SD 2.0. The State was briefed about the present limit of sanctioning 2 destinations and assured that the request would be reviewed in the subsequent phases.

f. Telangana

Bhongir and Nagarjuna Sagar

6. The Committee further discussed the various constraints in connectivity in detail particularly on Airport development and flight services (including Heli services), Rail and Road services to the selected destinations.
7. The Ministry of Tourism requested the States to identify these gaps in their Destination Master Plans. Accordingly such allied interventions could be mapped with the respective ministries of Civil aviation, Railways and Road transport and Highways for ensuring enhanced connectivity & holistic development of the destinations.
8. Secretary (Tourism) requested all the Ministries to provide their support and assistance for development of the selected destinations under the Scheme.
9. The Committee also noted that a collaborative approach and partnership is required amongst the Ministry (MoT) , States and Destinations with each tier contributing its best efforts for the development of the Destination. In this regard, MoT will sign a Tri-party Memorandum of Understanding (MoU) shortly with the respective State Governments and District Collectors.

The meeting ended with Vote of Thanks to the Chair.

Annexure 1

List of Participants

1. Central Government Ministries

Sn.	Name of Participant	Designation
1.	NR Pathak	Director, Monuments, ASI
2.	Chandan Kumar	Section Officer, Civil Aviation
3.	Gurleen Kaur	Under Secretary, External Affairs
4.	Y.S.Yadav	Deputy Secretary, Housing and Urban Affairs
5.	Vikram Singh	Executive Director, Railway- Catering

2. States/ UT

Sn.	State/UT	Name	Designation
1.	Karnataka	Kapil Mohan	Add. Chief Secretary, Tourism
2.	Ladakh	Mehboob Ali Khan	Secretary Tourism
3.	Nagaland	Kitto Zhimomi	Secretary Tourism
4.	Odisha	Anshuman	OSD Tourism
5.	Sikkim	Prakash Chettri	Secretary Tourism
6.	Telangana	B Manohar	MD TSTDC

3. Ministry of Tourism

Sn.	Name	Designation
1.	G Kamala Vardhana Rao	Director General, MoT
2.	Rakesh Kumar Verma	Additional Secretary, MoT
3.	Ranjana Chopra	Financial Advisor, MoT
4.	Uttank Joshi	Asst. Director General, MoT
5.	Pawas Prasoon	Asst. Director, MoT
6.	Faisal Khan	Member, NPMU
7.	Aravind Viswanathan	Member, NPMU
8.	Deepika Nagpal	Member, NPMU
9.	Karishma Prasad	Member, NPMU