

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi


File no. SD-8/15/2020-SD- Part(1)

Dated 06.04.2023

Subject:- Circulation of the proceedings of the 5th Meeting of the 'Central Sanctioning and Monitoring Committee' under Swadesh Darshan 2.0 held on 22.03.2023 in the chairmanship of Secretary (Tourism)

Reference is invited to the 5th meeting of the 'Central Sanctioning and Monitoring Committee (CSMC)' under Swadesh Darshan 2.0 held on 22.03.2023 in the chairmanship of Secretary (Tourism).

2. 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) Financial Advisor, Ministry of Tourism
- (iii) Addl. Secretary, Ministry of Tourism
(Incharge of Swadesh Darshan scheme)
- (iv) Principal Secretary, Deptt. of Tourism, **State/ UT of Himachal Pradesh/ Manipur/ Jammu & Kashmir / Jharkhand**

Copy to:-

- (i) PS to Secretary, Ministry of Tourism, New Delhi
- (ii) Regional Directors (India Tourism Delhi/ Mumbai/ Kolkata/ Chennai/ Guwahati)
- (iii) National Programme Management Unit, Swadesh Darshan Scheme

Proceedings of the 5th meeting of Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 22/03/2023 at 4 00 PM.

Agenda 5.1 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 5.2 Confirmation of the proceedings of the second meeting

The proceedings of the fourth meeting of the CSMC held on 5th Jan 2022 were circulated vide OM no. SD-8/15/2020-SD to all the members. The same were confirmed.

Agenda 5.3 Swadesh Darshan 2.0- Destination Centric Approach

1. The members were 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 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 and tourist centric scheme.
3. The members were explained about the Ministry's intent towards Destination Centric Approach under Swadesh Darshan 2.0, covering the following major points:
 - (i) Defining destination
 - (ii) Setting up Destination Management Organization
 - (iii) Data driven destination management
 - (iv) Destination Master Plan
 - (v) Destination Marketing
 - (vi) Destination Based skilling
 - (vii) Adopt the Destination
 - (viii) Attracting Private investment
 - (ix) Improving Cleanliness and Hygiene at the Destination

Agenda 5.4 Selection & Approval of Destinations

1. The Committee noted that four State Perspective Plans of the following States have been appraised/ evaluated by the Ministry in the 9th meeting of the Mission Directorate held on 3rd February 2023 through National Program Management Unit for the following States:
 - (i) Himachal Pradesh
 - (ii) Jammu & Kashmir
 - (iii) Jharkhand
 - (iv) Manipur

2. The Committee deliberated on the recommendations of Mission Directorate regarding shortlisting of one destination 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 that the limit of 55 destinations to be taken up 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). Himachal Pradesh**
Pong Dam
 - (ii). Jammu & Kashmir**
Basholi
 - (iii). Jharkhand**
Chandil
 - (iv). Manipur**
Moirang (Bishnupur)

3. The Committee further noted that the requests of the States for additional destinations may be examined by Mission Directorate in consultation with the State Governments.

4. Secretary (Tourism) requested all the Ministries to provide their support and assistance for development of the selected destinations particularly

Ministries of Civil aviation, Railways and Road transport and Highways to improve the connectivity to the identified destinations.

Agenda 5.5 Next Steps for the Development of the Destinations

1. The Committee in the last meeting was informed about the empanelment of PDMCs, RFP for inviting proposals centrally and the next steps were accordingly approved by the Committee for appointment of PDMCs.
2. Accordingly, the Ministry had centrally invited proposals in respect of 19 States/ UTs for selection of PDMCs. A Committee under Additional Secretary (T) and comprising of MOT officials, IFD representatives, State representatives and representatives from IITM and ITDC was constituted for evaluation of the proposals for the respective States.
3. The Evaluation Committee recommended following agencies for different States in Phase 1 and letters dated: 14/03/23 have been issued by the Ministry to the PDMCs and the States

Sn	State/UT	Selected PDMC
1	Andhra Pradesh	INI Design Studio Pvt Ltd.
2	Arunachal Pradesh	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
3	Assam	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
4	Bihar	Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
5	Goa	INI Design Studio Pvt Ltd.
6	Gujarat	INI Design Studio Pvt Ltd.
7	Karnataka	Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
8	Kerala	INI Design Studio Pvt Ltd.
9	Ladakh UT	Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
10	Meghalaya	INI Design Studio Pvt Ltd.
11	Mizoram	Egis India Consulting Engineers Pvt Ltd.
12	Puducherry UT	L&T Infra Engineering JV PwC Pvt Ltd.
13	Rajasthan	IPE Global Ltd.
14	Tamil Nadu	L&T Infra Engineering JV PwC Pvt Ltd.

4. The formal consent of the States and further action is being pursued by the Ministry. Once the formal consent and proposal is received from the States, the Ministry will process the cases for issuance of financial sanction in respect of each State.

5. It was further informed that the Ministry has released the RFP No: SD-8/3/2022 dated 14.03.2023 for 10 States/ UTs under Phase II. The other States/ UTs will be covered in the next round.
6. The Committee noted the current status and the next steps planned for selection of PDMCs and approved the same with the direction to expedite engagement of PDMCs in consultation with the States. It was further suggested that the States may be asked to complete the preparatory work for the preparation of master plans and DPRs so that PDMCs can complete the tasks as per the timeline.

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

Sn.	Ministry	Name of Participant	Designation
1.	NITI Aayog	Avinash Mishra	Advisor
2.	Culture	Arvind Kumar	Director
3.	Civil Aviation	Mrityunjaya Sharma	Director
4.	Housing and Urban Affairs	Dinesh Kapila	Economic Advisor
5.	Road Transport	L Behera	Superintending Engineer
6.	External Affairs	No Participation	
7.	Railway Board	Jawed Ansari	DD (Tourism)

2. States/ UT

Sn.	State/UT	Name	Designation
1.	Himachal Pradesh	Amitabh Kashyap	Director
2.	Manipur	PK Jha	Secretary
3.	Jammu & Kashmir	Dr. Syed Abid Rasheed Shah	Secretary
4.	Jharkhand	Anjali Yadav	Director

3. Ministry of Tourism

Sn.	Name	Designation
1.	Rakesh Kumar Verma	Additional Secretary
2.	Prashant Ranjan	Director
3.	Haridasan Pillai	Director
4.	Uttank Joshi	Asst. Director General
5.	Faisal Khan	Member, NPMU
6.	Karishma Yadav	Member, NPMU
7.	Aravind Viswanathan	Member, NPMU
