

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

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

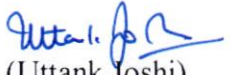
File no. SD-8/15/2020-SD

Dated 10.01.2023

Subject:- Circulation of the proceedings of the 4th Meeting of the Central Sanctioning and Monitoring Committee under Swadesh Darshan 2.0 held on 05.01.2023 in the chairmanship of Secretary (Tourism)

Reference is invited to the 4th meeting of the Central Sanctioning and Monitoring Committee (CSMC) under Swadesh Darshan 2.0 held on 05.01.2023 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) 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 Arunachal Pradesh/ Assam/ Goa/ Gujarat/ Rajasthan/ Chhattisgarh/ Uttarakhand**

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

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

Proceedings of the 4th meeting of Central Sanction Monitoring Committee (CSMC) under Swadesh Darshan Scheme 2.0 under the Chairmanship of Secretary (Tourism) held on 05/01/2023 at 04 00 PM

Agenda 4.1 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 4.2 Confirmation of the proceedings of the second meeting

The proceedings of the third meeting of the CSMC held on 16th Nov 2022 were circulated vide OM no. SD-8/15/2020-SD dated 01/12/2022 to all the members. The same were confirmed.

Agenda 4.3 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. A presentation on the **Destination Centric Approach** under **Swadesh Darshan 2.0** which has already been circulated to all the States/ UTA's vide OM dated 01/12/2022 was made by the NPMU covering the following key areas:

(i) Defining Destination

A tourist destination will usually have existing tourism ecosystem with accommodation facilities for overnight visitors, tourist amenities, availability of tourism service providers such as travel agents, guides and local transport etc. A tourist destination would act as unit for planning, development and analysis.

(ii) Destination Management Organisations (DMOs)

DMOs will play a crucial role in implementing the scheme. The DMO will ensure effective planning and development, coordination with the public and private agencies, ensuring community participation in tourism development and managing grievance redressal and visitor information system.

(iii) Data Driven Destination Management

(i). 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.

(ii). 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 periodic basis.

(iii). Destination Dashboard

For ease of monitoring KPIs and other attributes of the development, a Dashboard would be created for the destination which would be integrated to the national dashboard.

(iv) Destination Master Plan, Strategy and Action Plan

A Master Plan, Strategy and Action Plan for the destination would be prepared for planned development of the destination. A detailed template for Master Plan will be worked out. It will promote sustainable and responsible development of destination with focus on public private partnerships.

(v) Destination Marketing

Brand identity of the destination would be created with destination logo and tagline. Public Arts initiatives, Place-Making & Tactical Urbanism and promotion of local products through souvenir shops will further reinforce the brand identity. Efforts would be made to popularise one major unique tourism product/ offering of the destination. A dedicated branding strategy will be evolved for the destination.

(vi) Destination Based Skilling

It will be important to skill the local youth of the destination with various skills keeping in view the potential opportunities in tourism and hospitality at the destination. It will include skill and entrepreneurship training for guides, souvenir shops, eateries, other tangible and intangible heritage of the destination.

(vii) Adopt the Destination

In order to involve various stakeholders in the development of the destination, convergence with other programs such as 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry will be ensured. 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

Tourism and hospitality is led by private sector. It is important that private sector investment is encouraged and facilitated. 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 public private partnerships at the destination.

(ix) Improving Framework Conditions

Destination Management Organization 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 4.4 Selection & Approval of Destinations

1. The Committee noted that five State Perspective Plans of the following States have been appraised/ evaluated by the Ministry in the 7th meeting of the Mission Directorate held on 9th November 2022 through National Program Management Unit for the following States:
 - (i) Arunachal Pradesh
 - (ii) Assam
 - (iii) Goa
 - (iv) Gujarat
 - (v) Rajasthan
2. The Committee further noted that two State Perspective Plans of the following States have been appraised/ evaluated by the Ministry in the 8th meeting of the Mission Directorate held on 30th December 2022 through National Program Management Unit for the following States:
 - (i) Chhattisgarh
 - (ii) Uttarakhand
3. 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). **Arunachal Pradesh**
Bomjir and Mechuka
- (ii). **Assam**
Jorhat (Kaziranga) and Kokrajhar (Manas)
- (iii). **Goa**
Colva and Porvorim
- (iv). **Gujarat**
Dholavira and Dwarka
- (v). **Rajasthan**
Bundi (Keshoraipatan) and Jodhpur
- (vi). **Chhattisgarh**
Bilaspur and Jagdalpur
- (vii). **Uttarakhand**
Pithoragarh and Champawat

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 4.5 Next Steps for the Development of the Destinations

1. The Committee was informed that the following steps will be followed after finalization of the destinations for the implementation of the Scheme.
2. **Empanelment of PDMCs**

It was informed to the Committee that the Ministry of Tourism vide No. SD-8/3/2022 dated 15.12.2022 has empanelled ten Project Design and Management Consultants (PDMC):

- (i). Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
- (ii). Egis India Consulting Engineers Pvt Ltd.
- (iii). INI Design Studio Pvt Ltd.

- (iv). IPE Global Ltd.
- (v). LEA Associates South Asia Pvt Ltd.
- (vi). L&T Infra Engineering JV PwC Pvt Ltd.
- (vii). SAI Consulting Engineers Pvt Ltd JV Fortress Infracon Ltd.
- (viii). STUP Consultants Pvt Ltd JV PDCOR Ltd.
- (ix). Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
- (x). WAPCOS Ltd.

3. Finalization of RFP for PDMCs

It was further informed that the Ministry of Tourism through NPMU has prepared a standard RFP for selection of PDMC keeping in view the following:

- (i) Guidelines of the scheme, learnings from the SD 1.0 and two consultative workshops with the empanelled agencies.
- (ii) Average allocation of funds per destination will be in the range of 70 Crores. The budget for PDMCs will be limited to 4%. It will be sanctioned in four phases following an agile and iterative approach whereby the master plan, strategy and action plan, DPRs, procurement and implementation will have a phased approach. It will ensure an early start of the implementation phase while allowing strategies and ideas to further evolve in various phases.
- (iii) The Draft RFP was deliberated and recommended in the 8th meeting of the Mission Directorate held on 30th December 2022.

The RFP has accordingly been approved by the Competent Authority.

4. Selection of PDMCs

The Ministry with the approval of the competent authority has centrally invited proposals in respect of 19 States/ UTs to ensure consistency, uniformity and expeditious completion of the selection of PDMCs. State representative will be associated in the evaluation of the proposals for the respective States. The other States/ UTs will be covered in the next round. The process of selection of PDMCs will be completed by middle of February.

5. Signing of Agreement with the States and Commencement of Work

The selected PDMC will submit the performance guarantee to the State and the State Implementing Agency will sign the contract with the selected agency and subsequent administration of the contract.

6. The Committee noted and approved the next steps planned for the implementation of the Scheme. The Committee directed to expedite the process of selection of PDMCs. 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.

Annexure 1

List of Participants

1. Central Government Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Culture	NK Pathak	Director, Monuments, ASI
2.	Civil Aviation	Chandan Sharma	Section Officer
3.	Housing and Urban Affairs	YS Yadav	Under Secretary
4.	Road Transport	No Participation	
5.	External Affairs	No Participation	
6.	NITI Aayog	No Participation	
7.	Railway Board	Vikram Singh	Executive Director (JS)

2. States/ UT

Sn.	State/UT	Name	Designation
1.	Arunachal Pradesh	Abu Tyang	Director
2.	Assam	Padmapani Bora IRS	Managing Director, ATDC
3.	Chhattisgarh	Anil Kumar Sahu IFS	Managing Director, CTDB
4.	Goa	Nikhil Desai IAS	Director
5.	Gujarat	Vijay Patel	General Manager, TCGL
6.	Rajasthan	Gayatri Rathore IAS	Pr. Secretary
7.	Uttarakhand	Sachin Kurve IAS	Pr. Secretary

3. Ministry of Tourism

Sn.	Name	Designation
1.	Rakesh Kumar Verma	Additional Secretary
2.	Prashant Ranjan	Director

3.	Haridasan Pillai	Director
4.	Pawas Prasoon	Asst. Director
5.	Faisal Khan	Member, NPMU
6.	Aravind Viswanathan	Member, NPMU