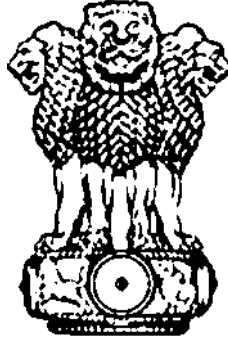


Agenda
for
the Seventh Meeting of the Mission Directorate
(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 09/12/2022

Time: 04:00 PM

Ministry of Tourism
Government of India

Agenda for the Seventh meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) to be held on 09/12/2022 at 4:00 PM

Index

Agenda 7.1	Leave of Absence	3
Agenda 7.2	Confirmation of the proceedings of the sixth meeting	4
Agenda 7.3	Swadesh Darshan 2.0 – Destination Centric Approach	5
Agenda 7.4	Review of State Perspective Plans and Shortlisting of Destinations.....	6

Agenda 7.1 Leave of Absence

1. Following is the list of all the members of

(i).	Additional Secretary, Ministry of Tourism, In charge of Swadesh Darshan Scheme	Chairperson
(ii).	Deputy Secretary, Finance	Member
(iii).	Representatives of the Ministries of 1. Culture 2. Housing and Urban Affairs 3. Environment, Forest & Climate Change 4. Civil Aviation 5. Road Transport and Highways 6. Railways 7. Skill Development	Member
(iv).	ACS/ Pr. Secretary/ Secretary (Tourism) of the States/ UTs of Arunachal Pradesh, Assam, Goa, Gujarat, and Rajasthan	Members Invited
(v).	Representatives of Travel Trade and Hospitality Industry 1. IATO 2. HAI 3. FHRAI	Member
(vi).	Director (In charge of the concerned Division)	Member Secretary

2. Leave of absence may be granted to the members, who are unable to attend the meeting.

Agenda 7.2 Confirmation of the proceedings of the sixth meeting

1. The proceedings of the sixth meeting of the MD were circulated vide OM no. SD-8/15/2020-SD dated 07/11/2022 to all the members. A copy of the same is attached as **Annexure A**.
2. Members are requested to confirm receipt of the proceedings.

Agenda 7.3 Swadesh Darshan 2.0 – Destination Centric Approach

1. Swadesh Darshan 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.

2. A presentation covering various aspects of destination centric development will be presented in the meeting:
 - (i) Defining Destination
 - (ii) Destination Management Committee (DMC) under District Collector
 - (iii) Data Driven Destination Management: Destination Profiling, Baseline KPI and quarterly measurement, Destination Dashboard:
 - (iv) Destination Master Plan
 - (v) Destination Marketing
 - (vi) Destination Digitalization
 - (vii) Destination Based Skilling
 - (viii) Adopt the Destination

3. Members may provide suggestions for further strengthening the destination development and convergence.

Agenda 7.4 Review of State Perspective Plans and Shortlisting of Destinations

1. Guidelines for submission of State Perspective Plans

The guidelines for submission of State Perspective Plans including the template for the same have already been circulated to all the States/ UTs. An online portal [nidhi.nic.in/Swadesh Darshan](http://nidhi.nic.in/SwadeshDarshan) has also been setup for submitting the plan. All States must constitute State Steering Committee and the State Perspective Plan should be approved by the Committee. The States are also required to designate a senior officer as Mission Director.

2. Observations on State Perspective Plans

State Perspective Plans of the following States have been appraised by NPMU and the Mission Directorate. The plans have been broadly found in order with some compliances still to be made by the respective States.

(i). Arunachal Pradesh

State has constituted State Steering Committee and designated State Mission Director.

(ii). Assam

State has constituted State Steering Committee and designated State Mission Director.

(iii). Goa

State has constituted State Steering Committee and designated State Mission Director.

(iv). Gujarat

State has constituted State Steering Committee and designated State Mission Director.

(v). Rajasthan

State has constituted State Steering Committee and designated State Mission Director.

3. Shortlisting of Destinations

Presently up to 2 Destinations are shortlisted based on the scrutiny and appraisal of the State Perspective Plans and conformance to the criteria set for the selection of the destination as per the OM dated 01.12.2022 on Destination Centric Approach. The NPMU will make presentation on the

following shortlisted destinations for further consideration of the Mission Directorate:

(i). Arunachal Pradesh (2)
Mechuka and Bomjir

(ii). Assam (2)
Jorhat and Kokrajhar

(iii). Goa (2)
Porvorim and Colva

(iv). Gujarat (2)
Dholavira and Dwarka

(v). Rajasthan (2)
Bundi and Jodhpur

4. A detailed Evaluation appraisal of the State Perspective Plans and shortlisted destinations is provided in **Annexure B**. The members to deliberate and provide suggestions and recommendations.
5. States are further requested to expedite pending compliances as noted above so that next steps may be taken for implementation of the Scheme.
