

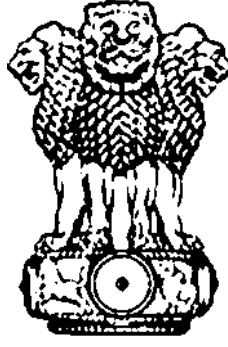
v

Agenda

for

the 19th Meeting of the Mission Directorate

(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 05/01/2024

Time: 04:00 PM

**Ministry of Tourism
Government of India**

Agenda for the 19th meeting of the Mission Directorate under Swadesh Darshan 2.0 to be held under the Chairmanship of Additional Secretary (Tourism)

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Agenda 19.1 Leave of Absence

1. Following is the list of members of the Mission Directorate

(i).	Additional Secretary, Ministry of Tourism, In charge of Swadesh Darshan Scheme	Chairperson
(ii).	Director, Finance	Member
(iii).	Representatives of the Ministries of 1. Culture 2. Civil Aviation 3. Environment, Forest & Climate Change 4. Housing and Urban Affairs 5. Road Transport and Highways 6. Skill Development and Entrepreneurship 7. Railways	Member
(iv).	ACS / Principal Secretaries / Secretaries, State Mission Directors, Department of Tourism and Heads of Designated SIA of all concerned States/UTs	Members Invited
(v).	Chairpersons of Destination Management Committee (DMC) of all concerned destinations under SD 2.0.	Members Invited
(vi).	Director	IFD
(vii).	Representatives of Travel Trade and Hospitality Industry 1. IATO 2. HAI 3. FHRAI	Member
(viii).	Director (Swadesh Darshan)	Member Secretary

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

Agenda 19.2 Confirmation of the proceedings of the 16th, 17th and 18th MD Meeting

1. The proceedings of the 16th, 17th and 18th meeting of the MD have been circulated vide OM no. SD-8/15/2020-SD-Part (2) dated 01/01/2023 to all the members. Copies of the same are attached as **Annexure-A**.
2. The proceedings may be confirmed.

Agenda 19.3 Review and Approval of Master Plan, Strategy & Action Plan Iteration-01

1. As per PDMC Agreement Annexure-1: Terms of Reference, Part C (3), PDMC was required to submit Inception report within 15 days and Master Plan, Strategy and Action Plan iteration -1 within 1.5 months.
2. Ministry of Tourism had issued Model Template for preparation of Master Plan, Strategy and Action Plan to PDMCs.
3. The PDMCs have submitted the Master Plan Iteration 01 for 44 destinations. Ministry thereafter carried out review of the Reports and shared its observations.
4. Further, based on the gaps observed during the review of first iteration of the various Master Plans and lessons learnt from delays, lack of visible impact, non-operation of the assets, focus on asset creation rather than tourist experience under SD 1.0 scheme, Ministry issued guidance note on important sections of the Master Plan and revised template.
5. The PDMCs were accordingly directed to revise the draft master plan (iteration 1) after compliance with the observations and guidance note in the revised template issued by the Ministry.
6. The Master Plans have also been circulated to the Line Ministries for their inputs and feedback vide email dated 15.11.2023 and 01.12.2023.
7. NPMU has reviewed the revised Master Plan reports received for the destinations below and same placed for review under the Mission Directorate.

Sn.	State	Destination	Date of submission of Revised Master Plan Iteration-1
1	Goa	Colva	16.10.2023
2	Goa	Porvorim	16.10.2023
3	Tamil Nadu	Mamallapuram	06.11.2023
4	Tamil Nadu	The Nilgiris	07.11.2023

8. The respective PDMCs will make a presentation on the Master Plan Iteration -01 to the committee.

Agenda 19.4 Review of Status of submission of DPR Package -1 for approved experiences

1. **DPR Received from States/UTs:** Three DPRs for the approved experiences from 2 destinations have been received from the respective States.
2. **DPR yet to receive from States/UTs:** Out of 39 DPRs for the approved experiences from 34 destinations, 23 DPRs are yet to be submitted by respective States/UTs.

S No	Destination (State/UT)	Shortlisted Experiences	DPR submission by PDMC
1.	Amritsar, Punjab	Border Tourism Exp at Attari	Submitted
2.	Bhongir, Telangana	Bhongir Fort Experiential Zone	Submitted
3.	Mysuru, Karnataka	Tonga ride Heritage Experience Zone	Submitted
4.	Mysuru, Karnataka	Ecological Experience Zone	Submitted
5.	Hampi, Karnataka	Setting up of 'Traveller nooks'	Submitted
6.	Kapurthala, Punjab	Eco Tourism Exp at Kanjili Wetland	Submitted
7.	Gangtok, Sikkim	Gangtok Cultural Village	Submitted
8.	Nilgiris, Tamil Nadu	Nature Trail Experience, Pykara river	Submitted
9.	Champavat, Uttarakhand	Tea Garden Experience	Submitted
10.	Pithoragarh, Uttarakhand	Rural Tourism Cluster Experience at Gunji	Submitted
11.	Prayagraj, UP	Kahaniyo ka Sheher	Submitted
12.	Prayagraj, UP	Azad Park experience	Submitted
13.	Naimisharanya, UP	Vedic-Wellness Experience	Submitted
14.	Sohra, Meghalaya	Meghalayan Age Cave Experience	Submitted
15.	Gandikota, Andhra Pradesh	Gandikota Fort Experience	Submitted
16.	Gandikota, Andhra Pradesh	Gandikota Fort Experience	Submitted

S No	Destination (State/UT)	Shortlisted Experiences	DPR submission by PDMC
17.	Kumarakom, Kerala	Kumarakom Bird Sanctuary Experience	Submitted
18.	Arakku-Lambasingi, AP	Borra cave Experience at Arakku	Submitted
19.	Gyalshing, Sikkim	Eco-Wellness Exp at Yuksom Cluster	Pending
20.	Gwalior, MP	Phoolbagh Experience zone	Submitted
21.	Jodhpur, Rajasthan	Marwar's Heritage Experience	Pending
22.	Bundi, Rajasthan	Spiritual Experience Keshavraipatan	Pending
23.	Bundi, Rajasthan	Bundi Art Experience	Pending
24.	Chitrakoot, Madhya Pradesh	Spiritual Exp through ghats of Chitrakoot	Submitted
25.	Puducherry	Paradise beach experience	Submitted
26.	Karaikal, Puducherry	Karaikal beach and waterfront Exp	Submitted
27.	Ananathgiri, Telangana	Ananathgiri - Eco Tourism Zone	Submitted
28.	Jorhat, Assam	Reimagining Cinnamara Tea Estate	Submitted
29.	Porvorim, Goa	Porvorim Creek Experience	Pending
30.	Colva, Goa	Colva Beach Experience	Pending
31.	Mamallapuram, TN	Immersive experience at Shore Temple	Submitted
32.	Kargil, Ladakh UT	Exploring LOC & Hundarman village Exp	Pending
33.	Leh, Ladakh UT	Julley Leh Biodiversity Park	Pending
34.	Dolavira, Gujarat	Indus Valley civilization Experience	Pending
35.	Agartala, Tripura	Tea Tourism experience at Kamalasagar	Pending
36.	Unakoti, Tripura	Rock-cut Heritage Exp	Pending
37.	Agartala, Tripura	Tripura Heritage Village Exp	Pending
38.	Kokrajhar, Assam	Kokrajhar Wetland Experience	Pending

S No	Destination (State/UT)	Shortlisted Experiences	DPR submission by PDMC
39.	Kozhikode, Kerala	Chaliyam Fort Exp	Pending

3. Respective States/UTs are requested to review the DPRs as per the templates and guidance note issued by the Ministry. All clearances must be obtained before the DPR if forwarded to the Ministry.
4. A presentation on salient features of the guidance note/ checklist and pending clearances will be made by NPMU.

Agenda 19.5 Review of Destination Management Activities

1. Destination Management Organizations (DMO) are playing a pivotal role in implementation of the Swadesh Darshan 2.0 scheme, enabling destinations to build capacity and compete in the tourism ecosystem. As part of the program apart of master planning and development of new experiences at the destination, DMO is actively facilitating in establishing the destination management framework across key areas including:
 - (i) Destination Marketing & Promotion
 - (ii) Investment Promotion and PPP
 - (iii) Promotion of Sustainability & Travel for LiFE
 - (iv) Digitalization, IT and Innovation
 - (v) Skilling, Capacity Building and Community Engagement
2. PDMC deployed at the destination has two dedicated Project Coordinators (Destination Personnel) at each destination and Project Manager will support DMC in providing guidance for planning, development, and management of the destination. It is recommended that regular fortnightly meetings of the DMC are held in this regard. The Destination Personnel will support in agenda setting for these meetings. The meetings should focus on tracking progress and addressing key matters related to regular ongoing Destination Management Activities as well as submission of Master Plan, Strategy and Action Plan and Detailed Project Report -1.
3. Under the Destination Management Activities following planned activities are being undertaken regularly

Destination Marketing & Promotion

- (i). Launch Destination Logo and Tagline Competition
- (ii). Create dedicated destination Social Media handle
- (iii). Publish at least one Social Media post per Week
- (iv). Identify 1 upcoming events/festivals & promote as a unique tourist experience
- (v). Release Monthly Newsletter (by 30th of every month)
- (vi). Update destination promotion content on district website
- (vii). Identify and invite one influencer/blogger to promote destination
- (viii). Collation of existing promotional content of the destination

Investment Promotion and PPP

- (i) Identification of Investment opportunities at the destination
- (ii) Create destination profile

- (iii) Regional and National Investment meeting for match making of Project identified and prospective investors.

Promotion of Sustainability & Travel for LiFE

- (i) DMC to sign up for TFL Certification on Nidhi + Portal
- (ii) Encourage service providers to sign up for TFL Certification on Nidhi + Portal
- (iii) Convergence with Swachh Bharat Mission
- (iv) Tourist Police for Safety and Security of Tourists

Digitalization, IT and Innovation

- (i) Add destination & attraction data on NIDHI + Platform
- (ii) Promote service provider registration on NIDHI + Platform
- (iii) Promote Tourist Rating & Feedback through NIDHI + Platform
- (iv) Promote Tourist grievance collection on NIDHI+ Platform
- (v) Report data for overnight stays at the destination

Skilling, Capacity Building and Community Engagement

- (i) Undertake Tourism Awareness Program
- (ii) Undertake Skill Testing & Certification Program
- (iii) Undertake Linguistic Training Programs

Explore convergence with ongoing national and state programs – SMART City, SVNIDHI, FSSAI certification of street vendors and PM Vishwakarma scheme etc.

- (iii) Converge skilling components for tourism and hospitality for the following
 - a. Tourist facilitators at the destination to be utilised
 - b. Tourist Guide at the destination – multilingual
 - c. Training of new guides and facilitators
 - d. Training of homestays owners,
 - e. SHGs for tourism services
 - f. Souvenir design, development, and promotion

Agenda 19.6 Review of Model Structure for RFP

1. Ministry of Tourism has already circulated guidance note for DPR package -1 for end-to-end experience and model structure for RFP has to be evolved accordingly.
2. IPE Global and Deloitte JV IBI will make a presentation on their structure in the meeting.

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

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

File no. SD-8/15/2020-SD-Part (2)

Dated 03.01.2024

MEETING NOTICE

Subject: 19th Mission Directorate meeting under Swadesh Darshan 2.0

I am directed to inform that **19th Meeting of the Mission Directorate** under Swadesh Darshan 2.0 will be held under the Chairmanship of Additional Secretary, Ministry of Tourism on **5th January 2024 (Friday)** at **04:00 pm** at Manthan, 1st Floor Transport Bhawan in hybrid mode regarding review of Master Plan, Strategy & Action Plan iteration -1, review of DPR and review of Destination Management Activities.

2. The detailed agenda and the meeting link for the meeting will be shared separately.


Ajeet Tyagi
Asst. Director

To,

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship/ Railways with a request to nominate appropriate representatives to attend the meeting.
2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism and Heads of Designated SIA of concerned States/UTs of (Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand).
3. Chairperson's of Destination Management Committee of concerned destinations.

4. The President, HAI / FHRAI / IATO

Copy to:

1. PS to AS(T)
2. The Director (F), Ministry of Tourism.
3. The Director (SD), Ministry of Tourism.
4. The Regional Director, India Tourism Delhi / Kolkata/ Mumbai/ Chennai/ Guwahati with a request to attend the meeting virtually.
5. Managers and Assistant Managers of the concerned State/UTs ITO's mentioned above with a request to attend the meeting virtually.
6. AD (Admin IV) with a request to make Manthan available for the meeting.
7. M/s EY, NPMU, Swadesh Darshan Scheme with a request to co-ordinate and make necessary arrangements for the meeting.

Government of India
Ministry of Tourism

Parivahan Bhawan,
1, Sansad Marg,
New Delhi

File no. SD-8/15/2020-SD-Part(2)

Dated 28.12.2023

Subject:- Proceedings of the 16th Mission Directorate Meeting under Swadesh Darshan 2.0 held on 24.11.2023

I am directed to enclose **minutes of the 16th Meeting of the Mission Directorate** under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 24.11.2023 at 3.00 PM in virtual mode for kind perusal and necessary action.


(Uttank Joshi)

Asstt. Director General

Encl. As above

To,

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship / Railways.
2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism, Govt of Karnataka and Punjab
3. The Director (F), Ministry of Tourism.
4. The Regional Director, India Tourism Delhi / Kolkata / Guwahati/Mumbai
5. The Director (SD), Ministry of Tourism
6. The President, HAI / FHRAI / IATO
7. Special Invitees- Managers and Assistant Managers of MOT

Copy to: -

1. Additional Secretary, Ministry of Tourism.
2. M/s EY, NPMU, Swadesh Darshan Scheme for doing the needful

Government of India
Ministry of Tourism
{F. No. SD-8/15/2020-SD-Part(2)}

Proceedings of the 16th meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 24.11.2023 at 03 00 PM

Agenda 16.1 Leave of Absence

The 16th meeting of the Mission Directorate (MD) was held on 24.11.2023 at 03:00 pm under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 16.2 Confirmation of the proceedings of the 15th MD Meeting

The proceedings of the 15th meeting of the MD circulated vide OM no. SD-8/15/2020-SD-Part(2) dated 03/11/2023 were confirmed.

Agenda 16.3 Review of Master Plan, Strategy & Action Plan (MPSAP) Iteration -1

1. It was informed that the PDMCs have submitted the Master Plan, Strategy and Action Plan (MPSAP) Iteration -1 for 41 destinations. Ministry thereafter carried out review of the Reports and shared its observations. Further, Ministry also issued guidance note on important sections of the Master Plan and revised template.
2. The PDMCs were accordingly directed to revise the draft MPSAP (iteration-1) after compliance with the observations and guidance note in the revised template issued by the Ministry.
3. NPMU, Swadesh Darshan reviewed the revised MPSAP Iteration -1 as per the checklist enclosed with the agenda:

S No.	State	Destination
1.	Karnataka	Mysuru
2.	Karnataka	Hampi
3.	Punjab	Amritsar
4.	Punjab	Kapurthala

4. The respective PDMCs made presentation (attached as **Annexure-2**) on the MPSAP Iteration-01 and following was noted:
- (i). Challenges and opportunities to be brought out across all aspects as per the revised Model template.
 - (ii). The vision for the destination to be short, precise and appropriate to the destination, its aspirations and unique selling proposition.
 - (iii). The Proposed Strategy and Action Plan section of the report to focus equally on destination level strategies and interventions across the areas of tourism products, IT/Digitalization, Branding Marketing & Promotion, Skilling and Capacity Development, Private Investment & PPP as well. It should not be limited to physical interventions around the tourist attractions.
 - (iv). The experiences and interventions should derive from the overall proposed strategy for the destination leading to action plan for implementation at short, medium, and long-term covering a horizon of ten years.
 - (v). The MPSAP to conceptualize strategy/ interventions for creating enabling environment and infrastructure for private investment at the destination.
 - (vi). The MPSAP to mainstream sustainability measures and inclusive development which should also be reflected in the proposed experiences for implementation.
 - (vii). The MPSAP to suggest a mechanism for tourist data collection at the destination based on the strategy suggested by the Ministry of Tourism and other best practices.
 - (viii). The MPSAP to suggest setting up a full-fledged and strong institutional structure for the effective functioning of the Destination Management Organization (DMO).
 - (ix). The MPSAP should also focus on Visitor Management system for management of carrying capacity at the destination.
 - (x). The shelf of projects enlisted in the Master Plans of Amritsar and Kapurthala are not very comprehensive. The Master Plan to include projects which may be taken up for destination development over

the horizon of next 10 years. The shelf of projects to be expanded and the broad cost to be revised.

- (xi). The O&M plan for any intervention should be detailed and comprehensive. DPR should have provision to appoint an agency for managing the entire tourist experience on end-to-end basis.
 - (xii). For the Master Plan of Kapurthala, following areas of improvement were observed:
 - a. Identification of Hero attraction to be relooked as per the points suggested in guidance note.
 - b. Considering that the current tourist inflow at Kapurthala is very low, Master Plan may provide strategy to develop it as a base destination for tourists to visit nearby attractions such as Kanjili Wetlands, Sultanpur Lodhi, etc.
 - c. Master Plan should make a case for better usage of heritage monuments of Kapurthala to make them accessible to tourists.
5. It was accordingly directed that the PDMCs to incorporate the above observations as well as the compliance status attached as **Annexure-3** in the subsequent iteration of the MPSAP for the destinations of Mysuru, Hampi, Amritsar and Kapurthala.
6. The MPSAPs Iteration-1 were approved in-principle for these destinations. It was further directed that the State Nodal Agency and Consultancy Monitoring Committee while approving the payment against the deliverable of Master Plan, Strategy & Action Plan Iteration-1, retain 10% of the payment due for the said deliverable, which will be released after suggested improvements are made and approved by Mission Directorate.
7. The Line Ministries were further requested to expedite their comments and feedback on the Master Plan shared by the Ministry and the same will be incorporated in the next iteration.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Culture	Sh. R. N. Kumaran	Dy. Superintending Archaeologist, ASI
2.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
3.	Ministry of Environment, Forest & Climate Change	Dr. Sudheer	Scientist, Wildlife Division
4.	Ministry of Environment, Forest & Climate Change	Sh. Rakesh Kumar Jagenia	DIGF, Wildlife Division
5.	Ministry of Skill Dev. & Entrepreneurship	Sh. Pritam Dutta	Director

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	HAI	Smt. Charulata Sukhija	Deputy Secretary General

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Karnataka	Smt. Roopa	Deputy Director Tourism, KTIL
2.	Karnataka	Sh. Prabhulinga	Deputy Director, Dept of Tourism, Hampi district
3.	Karnataka	Smt. M K Savitha	Joint Director Dept of Tourism, Mysuru district
4.	Punjab	Sh. Rakesh Kumar Popli	Additional Director, Directorate of Tourism
5.	Punjab	Sh. Harpreet Singh	Additional District Collector, Amritsar District
6.	Punjab	Sh. Lal Vishwas	SDM, Kapurthala District

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Prashant Ranjan	Director (T), Swadesh Darshan
2.	Smt. Manjiri Kamalapurkar	Asst Director, Swadesh Darshan Div.
3.	Faisal Khan	Member, NPMU
4.	Karishma Prasad	Member, NPMU
5.	Nikhil Kumar	Member, NPMU
6.	Vivek Mehta	Member, NPMU

5. **List of Participants from the PDMCs**

Sn.	Name	Designation
1.	Sh. Adnan Diwan	Team Leader (Karnataka), M/s. Deloitte Touche Tohmatsu LLP JV IBI Group India
2.	Smt. Rahiya	Team Member (Punjab), M/s. LnT Infra Engineering JV PwC India
3.	Sh. Zubair Naik	Project Manager (Punjab), M/s. LnT Infra Engineering JV PwC India

Annexure-3

Review of Master Plan, Strategy and Action Plan Iteration-01 submitted under Swadesh Darshan 2.0

Name of the Destination (State): Hampi (Karnataka)

Name of the PDMC: Deloitte Touche Tohmatsu India LLP – IBI Group JV

Date of Signing of Agreement: 26th April 2023

Due Date of Submission as per Agreement: 11th June 2023

Actual Date of Report Submission: 17th June 2023

Date of Submission of Revised Report: 20th October 2023

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
1	Introduction	Yes	-	-
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: <i>(i) Whether listed plans have been</i>	Yes	-	-

¹ SOP for Guidance for Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ¹)	Compliance in Revised report
	<i>prepared for the destination</i>			
2.2	<i>(ii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/projects from the plan(s) reviewed to be provided. <i>(Refer Section 2, Note of the Model Template)</i>	Complied
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	No	Map showing physiography of the destination to be provided. The climate profile to include favourable time to visit the destination.	Complied

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
3.3	History	Yes	-	-
3.4	Demographic Profile	No	The gender ratio/Sex ratio of Hampi village to be provided.	Complied
3.5	Economic Profile	No	The data on distribution of types of workers is missing.	Complied
3.6	Key Tourism Assets	No	<ul style="list-style-type: none"> • 'A must visit attraction 'or a 'Hero attraction' to be identified from the listed tourist attractions. • The source of the number of tourist footfall at the primary attractions to be provided. • The section to be revised as per 	Complied The USP of the tourist asset to be mentioned. Details can be provided in Section 4.3.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			Point 2 of the Guidance Note.	
4	Destination Assessment			
4.1	Destination Connectivity Aspects to be covered: <i>(i) Air Connectivity</i> <i>(ii) Rail Connectivity</i> <i>(iii) Road Connectivity</i> <i>(iv) Waterway Connectivity</i>	No	<ul style="list-style-type: none"> Under air connectivity, annual passenger traffic from 2020 to 2022 is to be provided. The section to also cover the aspects like facilities pertaining to air, rail & road connectivity, hygiene & cleanliness, and etc along with the photographs of each aspect. Identification of the gaps as per the industry standards to be provided. 	<ul style="list-style-type: none"> The section to be further detailed out in subsequent iteration. The assessment of condition of the NH and SH including availability of wayside amenities to be elaborated. Pictures to be included. Pictures of Bus terminal to be provided.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			<ul style="list-style-type: none"> • The section shall cover- <ul style="list-style-type: none"> – Has there been any opinion taken from the users of the facility regarding any challenges they face while using the facility and to understand the current situation? – The surveys and interviews conducted to be annexed. – Are these gaps and challenges been addressed by proposed intervention? • The section to be revised as per Point 4 of the Guidance Note. 	

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> The time period of the statistics to be consistent across all data sets provided. As per the Master Plan Template, tourist statistics of 4.2 (d), (e), (f), (g), and (h) are to be provided in subsequent iteration and the section to be revised as per Point 5 of the Guidance Note. 	<p>Complied</p> <p>The section to be further detailed out in subsequent iteration.</p>
4.3	<p>Tourist Attractions at the Destination</p> <p>Aspects to be covered:</p> <p><i>(i) Primary Attractions (As-Is Assessment, Planned</i></p>	No	<ul style="list-style-type: none"> Information on tourist arrivals is to be provided. Photograph(s) of the attractions listed to be provided. Accessibility and circulation for specially abled 	Complied

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
	<i>Initiatives and Gaps/issues) (ii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i>		<p>persons needs to be verified.</p> <ul style="list-style-type: none"> Planned initiatives at the tourist attractions to be provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2. Gaps and issues to be supported with photograph(s). 	
4.4.	<p>Basic Tourism Infrastructure</p> <p><i>Aspects to be covered:</i></p> <p>(i) <i>General Framework Condition</i></p>	No	<ul style="list-style-type: none"> High resolution road network map to be provided in the section 4.4 (i) (d) [Civic Infrastructure]. Photograph(s) of the tourism infrastructure at 	Complied

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
	<i>(ii) Planned Initiatives</i>		the destination to be provided.	
4.5	Accommodation Facilities <i>Aspects to be covered:</i> <i>(i) As-Is Assessment</i> <i>(ii) Planned Initiatives</i> <i>(iii) Gaps / Issues</i>	No	<ul style="list-style-type: none"> The data provided in this section is observed to be incomplete. The section to be completed in subsequent iteration. Information on yearly occupancy rates for the last 5 years to be provided. Planned initiatives to be provided. 	Complied The section to be further detailed out in subsequent iteration.
4.6	ICT readiness <i>Aspects to be covered:</i> <i>(i) As-Is Assessment</i>	No	<ul style="list-style-type: none"> Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality. 	<ul style="list-style-type: none"> The section to be further detailed out in subsequent iteration. Relevant screenshots of website and app to be provided.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
	(ii) <i>Planned Initiatives</i> (iii) <i>Gaps / Issues</i>		<ul style="list-style-type: none"> – Whether the websites, portal and applications are user friendly or not? – Are these regularly updated? – Does the website, portal, applications provide hassle free experience to the tourists? – Is there a need to revamp these portal, website and applications? If yes, then, has it been taken up in master plan? 	– Assessment of Grievance redressal mechanism to be provided.
4.7	Employment and Skilling	No	<ul style="list-style-type: none"> • The data as per the model master plan template to be provided in subsequent iteration. 	The section to be further detailed out in subsequent iteration.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			<ul style="list-style-type: none"> The consultation conducted to be provided as Annexures as per the template. 	
4.8	Community Engagement	No	As per the Master Plan Template, section 4.8 (iii) and (v) are to be provided in subsequent iteration.	The section to be further detailed out in subsequent iteration.
4.9	Branding, Marketing and Promotion	No	The impact (section 4.9 (iv) of the Master Plan template) of the mentioned marketing initiatives to be provided in subsequent iteration.	The section to be further assessment to be carried out in subsequent iteration.
4.10	Tourist Carrying Capacity	No	<ul style="list-style-type: none"> Carrying capacity calculated to be reassessed and 	The section to be further detailed out in subsequent iteration.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			<p>to be detailed out.</p> <ul style="list-style-type: none"> • Has the calculated TCC of the tourist attractions been considered while proposing the interventions? 	
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	The section to be further detailed out in subsequent iteration.
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> • Details of Consultations held to be provided in Annexure-D. • Consultations with various 	Complied.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			stakeholders identified in Inception Report and indicative list provided in Model Template to be conducted and provided in subsequent iteration.	
4.13	Key Takeaways <i>(Summary of key Issues, gaps, opportunities & potentials)</i>	Yes	<ul style="list-style-type: none"> The key takeaways to be as per the Model Template. The proposed interventions provided in Iteration-1 to be based on issues, gaps and potentials identified in this section. 	Complied
5	Vision and Target Output			

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
5.1	Vision Statement	No	<ul style="list-style-type: none"> Vision to be clear and unique to the destination. Refer point 6 of Guidance Note 	To be further refined as per the Guidance note.
5.2	Target Output	No	<ul style="list-style-type: none"> It is mentioned that this section will be taken up in Master Plan Iteration-2. Refer point 7 of Guidance Note 	The section to be further detailed out in subsequent iteration.
6	Proposed Strategy and Action Plan			
6.1	Proposed Interventions <i>Interventions Areas:</i> <i>(i) Spatial Planning and interventions</i>	No	<ul style="list-style-type: none"> Conceptual interventions under the head (A) Spatial Planning and Hard Interventions have been provided. Other intervention areas maybe 	<ul style="list-style-type: none"> Complied. <p>Following to be incorporated in subsequent iteration:</p> <ul style="list-style-type: none"> Interventions related to digitization, skilling, branding & marketing etc. to be further detailed

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
	<p>(ii) Digital Interventions</p> <p>(iii) Employment, Skilling and community engagement</p> <p>(iv) Branding, Marketing and Promotion</p> <p>(v) Institutional Structure</p> <p>(vi) Policy & Regulatory Interventions</p> <p>(vii) Any other area</p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>detailed and prioritized in subsequent iterations.</p> <ul style="list-style-type: none"> All proposals at the identified precincts to include interventions to improve end to end tourist experience. In Iteration-1, atleast one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC and all details to be provided. (Refer point 8 of Guidance Note) 	<p>in subsequent Iteration.</p> <ul style="list-style-type: none"> Investment opportunities by Private sector/PPP to be identified. The schemes/programs of other Central Line Ministries for convergence of the identified Interventions at the destination to be provided in Section 6.6.
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified	PPP opportunities not identified in Iteration-1.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			to be undertaken via PPP mode.	
6.3	Layout Plan	No	To be provided in Iteration-1 for identified area/primary attraction proposed to be taken up in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti <i>(i) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> <i>(ii) Proposed Interventions (to be provided in subsequent Iteration after approval of</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
	<i>DPR for the intervention)</i>			
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary of the proposed experiences & interventions to be provided in each iteration as per the model template including intervention area to be taken up in DPR Package-1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	To be taken up in iteration 2
7	Project Operation and Maintenance Plan			
7.1	O&M Framework <i>(to be provided for projects identified for DPR Packages)</i>	No	The O&M framework for the identified intervention prioritized for DPR Package-1 to be	Complied The section to be further detailed out in subsequent iteration.

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			provided in Iteration-1.	
8	General Observations			
8.1	Source of All figures and Tables	No	The source of all the data and information quoted in the report to be provided.	Complied
8.2	List of References	No	The list of reference to be provided.	Complied
8.3	Annexures <i>(Annexure-D in 1st Iteration)</i>	No	The MoM of stakeholder consultations to be provided in the format prescribed in the model master plan template.	Complied
8.4	Photographs	No	Photographs to be provided to show the existing condition of the tourist attractions, any facility,	Complied

Chapter /Section	Item	Draft Iteration-1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note¹)</i>	Compliance in Revised report
			connectivity nodes, and any other.	

Name of the Destination (State): Mysuru (Karnataka)

Name of the PDMC: Deloitte Touche Tohmatsu India LLP – IBI Group JV

Date of Signing of Agreement: 26th April 2023

Due Date of Submission as per Agreement: 11th June 2023

Actual Date of Report Submission: 17th June 2023

Date of Submission of Revised Report: 20th October 2023

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ²)	Remarks of Revised Master Plan Iteration - 1
1	Introduction	Yes	-	-
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: (ii) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(iii) Listing of relevant Proposals and Self of	No	The list of relevant proposals/projects from the plan(s)	Complied

² SOP for Guidance for Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
	<i>Projects in Sections 4.3 to 4.6.</i>		reviewed to be provided. <i>(Refer Section 2, Note of the Model Template)</i>	
3	Overview of the Destination			
3.1	Introduction of Destination	No	A3 size map showing location and study area to be provided.	Complied.
3.2	Physiography and Climate	No	<ul style="list-style-type: none"> The map provided on Pg-25 does not highlight the physiographic features of the study area. The climate profile to include favourable time to visit the destination. 	Complied Complied
3.3	History	Yes	-	-

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
3.4	Demographic Profile	No	The information provided is limited to the Mysuru city. The information of adjacent villages included in the study area to be provided.	Complied
3.5	Economic Profile	No	The information provided is limited to the Mysuru city. The information of adjacent villages included in the study area to be provided.	Complied
3.6	Key Tourism Assets	No	<ul style="list-style-type: none"> • 'A must visit attraction 'or a 'Hero attraction' to be identified from the listed tourist attractions. • The source of the number of tourist footfall at the primary attractions to be provided. • Photographs of the listed attractions to be provided. 	Complied

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			<ul style="list-style-type: none"> The section to be revised as per Point 2 of the Guidance Note. 	
4	Destination Assessment			
4.1	Destination Connectivity Aspects to be covered: (v) Air Connectivity (vi) Rail Connectivity (vii) Road Connectivity (viii) Waterway Connectivity	No	<ul style="list-style-type: none"> The section to also cover the aspects like facilities pertaining to air, rail & road connectivity, hygiene & cleanliness, and etc along with the photographs of each aspect. Identification of the gaps as per the industry standards to be provided. The section shall cover- <ul style="list-style-type: none"> Has there been any opinion taken from the users of the facility regarding any challenges 	<ul style="list-style-type: none"> Complied The section to be further detailed in subsequent iterations. The assessment of condition of the NH and SH including availability of wayside amenities to be elaborated. Pictures to be included.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			<p>they face while using the facility and to understand the current situation?</p> <ul style="list-style-type: none"> – The surveys and interviews conducted to be annexed. – Are these gaps and challenges been addressed by proposed intervention? • The section to be revised as per Point 4 of the Guidance Note. 	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> • The time period of the statistics to be consistent across all data sets provided. • As per the Master Plan Template, tourist statistics of 4.2 (d), (e), (f), (g), and (h) are to be provided in subsequent iteration and the 	<p>Complied.</p> <p>The section to be further detailed in subsequent iterations.</p>

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			section to be revised as per Point 5 of the Guidance Note.	
4.3	<p>Tourist Attractions at the Destination</p> <p>Aspects to be covered:</p> <p><i>(iii) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p> <p><i>(iv) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>	No	<ul style="list-style-type: none"> • Photographs(s) of the attractions listed to be provided. • Planned initiatives at the tourist attractions to be provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2. • Gaps and issues to be supported with photograph(s). 	<p>Complied</p> <p>The section to be further detailed in subsequent iterations with supporting photographs of gaps and issues.</p>
4.4.	Basic Tourism Infrastructure	No	<ul style="list-style-type: none"> • High resolution road network map 	Complied.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
	<p><i>Aspects to be covered:</i></p> <p><i>(iii) General Framework Condition</i></p> <p><i>(iv) Planned Initiatives</i></p>		<p>to be provided in the section 4.4 (i) (d) [Civic Infrastructure].</p> <ul style="list-style-type: none"> • Photograph(s) of the tourism infrastructure at the destination to be provided. 	The section to be further detailed in subsequent iterations with supporting photographs of gaps and issues.
4.5	<p>Accommodation Facilities</p> <p><i>Aspects to be covered:</i></p> <p><i>(iv) As-Is Assessment</i></p> <p><i>(v) Planned Initiatives</i></p> <p><i>(vi) Gaps / Issues</i></p>	No	<ul style="list-style-type: none"> • The data provided in this section is observed to be incomplete. The section to be completed in subsequent iteration. • To provide details of the survey /interviews conducted in the Annexures: <ul style="list-style-type: none"> – Questionnaire Format – Sample Size – Agenda for the stakeholder 	<p>Complied</p> <p>The section to be further detailed in subsequent iterations.</p>

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			<p>consultations</p> <ul style="list-style-type: none"> Planned initiatives to be provided. 	
4.6	<p>ICT readiness</p> <p><i>Aspects to be covered:</i></p> <p><i>(iv) As-Is Assessment</i></p> <p><i>(v) Planned Initiatives</i></p> <p><i>(vi) Gaps / Issues</i></p>	No	<ul style="list-style-type: none"> Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality. <ul style="list-style-type: none"> Whether the websites, portal and applications are user friendly or not? Are these regularly updated? Does the website, portal, applications provide hassle free experience to the tourists? 	<ul style="list-style-type: none"> The section to be further detailed out in subsequent iteration. Relevant screenshots of website and app to be provided. Assessment of Grievance redressal mechanism to be provided.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			<ul style="list-style-type: none"> – Is there a need to revamp these portal, website and applications? If yes, then, has it been taken up in master plan? 	
4.7	Employment and Skilling	No	<ul style="list-style-type: none"> • The data as per the model master plan template to be provided in subsequent iteration. • The consultation conducted to be provided as Annexures as per the template. 	The section to be further detailed out in subsequent iteration.
4.8	Community Engagement	No	As per the Master Plan Template, section 4.8 (i) and (iii) are to be provided in subsequent iteration.	The section to be further detailed out in subsequent iteration.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
4.9	Branding, Marketing and Promotion	No	The impact (section 4.9 (iv) of the Master Plan template) of the mentioned marketing initiatives to be provided in subsequent iteration.	The section to be further detailed out in subsequent iteration.
4.10	Tourist Carrying Capacity	Yes	<ul style="list-style-type: none"> The information in this section is provided as per the Master Plan template. However, TCC for one tourist attraction (Chamundi Hills) has not been calculated. Has the calculated TCC of the tourist attractions been considered while proposing the interventions? 	The section to be further detailed out in subsequent iteration.
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for	The section to be further detailed out in subsequent iteration.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			planning, developing and managing various activities at the destination to be provided in subsequent iteration.	
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> The meetings mentioned in Sr 1, 2 and 3 are preliminary/kick-off meetings and not to be considered as Stakeholder Consultations. Details of Consultations held to be provided in Annexure-D. Consultations with various stakeholders identified in Inception Report and indicative list provided in Model Template to be conducted and provided in 	Complied. Major outcomes to be provided in the section

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			subsequent iteration.	
4.13	Key Takeaways <i>(Summary of key Issues, gaps, opportunities & potentials)</i>	No	<ul style="list-style-type: none"> The key takeaways to be as per the Model Template. The proposed interventions provided in Iteration-1 to be based on issues, gaps and potentials identified in this section. 	The section to be further detailed out in subsequent iteration.
5	Vision and Target Output			
5.1	Vision Statement	No	<ul style="list-style-type: none"> Vision to be clear and unique to the destination. Refer point 6 of Guidance Note 	Complied
5.2	Target Output	No	<ul style="list-style-type: none"> It is mentioned that this section will be taken up in Master Plan Iteration-2. 	Complied The section to be further detailed out

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			<ul style="list-style-type: none"> Refer point 7 of Guidance Note 	in subsequent iteration.
6	Proposed Strategy and Action Plan			
6.1	<p>Proposed Interventions</p> <p><i>Interventions Areas:</i></p> <p><i>(viii) Spatial Planning and interventions</i></p> <p><i>(ix) Digital Interventions</i></p> <p><i>(x) Employment, Skilling and community engagement</i></p> <p><i>(xi) Branding, Marketing</i></p>	No	<ul style="list-style-type: none"> Conceptual interventions under the head (A) Spatial Planning and Hard Interventions have been provided. Other intervention areas maybe detailed and prioritized in subsequent iterations. Following Precincts identified and interventions under each have been suggested: <ul style="list-style-type: none"> Cultural (11 interventions) Ecological (5 interventions) 	<p>Complied.</p> <p>The following to be incorporated in the subsequent iteration.</p> <ul style="list-style-type: none"> Interventions related to digitization, skilling, branding & marketing etc. to be further detailed. Interventions at the destination that can be implemented through schemes/programs of other Central Line Ministries to be detailed

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
	<p><i>and Promotion</i></p> <p><i>(xii) Institutional Structure</i></p> <p><i>(xiii) Policy & Regulatory Interventions</i></p> <p><i>(xiv) Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>- Spiritual (4 interventions)</p> <p>However, the proposals are conceptual and lack sufficient detailing as per template.</p> <ul style="list-style-type: none"> All proposals at the identified precincts to include interventions to improve end to end tourist experience. In Iteration-1, at least one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC and all details to be provided. (Refer point 8 of Guidance Note) 	

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	PPP opportunities to be identified.
6.3	Layout Plan	No	To be provided in Iteration-1 for identified area/primary attraction proposed to be taken up in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti <i>(iii) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> <i>(iv) Proposed Interventions (to be provided in</i>	Yes	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ²)	Remarks of Revised Master Plan Iteration - 1
	<i>subsequent iteration after approval of DPR for the intervention)</i>			
6.5	Summary of the Proposed Projects <i>(to be provided in each iteration)</i>	No	The summary of the proposed interventions to be provided in each iteration as per the model template including intervention area to be taken up in DPR Package-1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	The section to be taken up in subsequent iteration.
7	Project Operation and Maintenance Plan			
7.1	O&M Framework <i>(to be provided for projects)</i>	No	The O&M framework for the identified intervention prioritized for DPR	Complied The section to be further detailed out

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
	<i>identified for DPR Packages)</i>		Package-1 to be provided in Iteration-1.	in subsequent iteration.
8	General Observations			
8.1	Source of All figures and Tables	No	The source of all the data and information quoted in the report to be provided.	Complied
8.2	List of References	No	The list of reference to be provided.	Complied
8.3	Annexures <i>(Annexure-D in 1st Iteration)</i>	No	The MoM of stakeholder consultations to be provided in the format prescribed in the model master plan template.	Complied
8.4	Photographs	No	Photographs to be provided to show the existing condition of the tourist attractions, any facility,	The photographs to be further provided in relevant sections in subsequent iteration.

Chapter /Section	Item	Draft Iteration		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks of Revised Master Plan Iteration - 1
			connectivity nodes, and any other.	

Name of the Destination (State): Amritsar (Punjab)

Name of the PDMC: L&T Infra PwC India Pvt Ltd. JV

Date of Signing of Agreement: 15th May 2023

Due Date of Submission as per Agreement: 29th June 2023

Actual Date of Report Submission: 19th June 2023

Date of Submission of Revised Report: 25th October 2023

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note³)</i>	Remarks /Observations <i>(On Compliance)</i>
1	Introduction	Yes	-	-

³ SOP for Guidance for Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t requirements of the ToR, Model Template & Guidance Note³)</i>	Remarks /Observations <i>(On Compliance)</i>
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: <i>(iii) Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	<i>(iv) Listing of relevant Proposals and Shelf of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/ projects from the plan(s) reviewed to be provided in Section 4.3 to 4.6. (Refer Section 2, Note of the Model Template)	Complied
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	Yes	-	-
3.3	History	Yes	-	-

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
3.4	Demographic Profile	No	The information provided is at the district level. Further, bifurcation at level of Municipal Corporation and other villages included in the delineated area to be provided for more detailed analysis.	Complied.
3.5	Economic Profile	No	Information on Work force participation covered under Demographic Profile section to be brought under this section	Complied
3.6	Key Tourism Assets	No	The section to be further refined as per Point 2 of the Guidance Note.	Complied. The USP of the tourist asset to be mentioned. Details can be provided in Section 4.3.
4	Destination Assessment			
4.1	Destination Connectivity Aspects to be covered:	No	<ul style="list-style-type: none"> The section should cover information related to Parking, cab services, Public Transportation for last 	Complied (Analysis and Gap assessment of Transport Terminals

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	(ix) Air Connectivity (x) Rail Connectivity (xi) Road Connectivity (xii)Waterway Connectivity		<p>mile connectivity from Airports and Railway Stations to the destination/ different parts of the destination.</p> <ul style="list-style-type: none"> • Information on Capacity and Facilities at Bus Terminals also to be provided. • The section to be further refined in accordance with Point 4 of the Guidance Note. 	to be carried out in subsequent iteration)
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> • As per the Master Plan Template, tourist statistics of 4.2 (c), (d), (e), (f), (g), and (h) are to be provided in subsequent iteration and the section to be revised as per Point 5 of the Guidance Note. 	Complied (To be further improved in subsequent iteration)
4.3	Tourist Attractions at the Destination Aspects to be covered:	No	<ul style="list-style-type: none"> • There cannot be 24 Primary attractions. The primary attractions to be rationalised. This needs to be consistent with Primary and 	<ul style="list-style-type: none"> • Largely Complied • Where data is unavailable, a tourist survey may be carried out and same be provided

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	<p>(v) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p> <p>(vi) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p>		<p>Secondary attractions identified at section 3.6 (Key Tourism Assets)/</p> <ul style="list-style-type: none"> • Information pertaining to Tourist arrivals i.e. Share (No. and Percentage) of average annual tourist arrivals at attractions and tourist arrivals during peak season to be provided. • Rating System if not benchmarked to any standards/ best practices to be removed. • Planned initiatives at the tourist attractions is provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2. • Gaps and issues to be supported with better map(s) and photograph(s). 	in subsequent iteration.
4.4.	Basic Tourism Infrastructure	No	<ul style="list-style-type: none"> • Planned initiatives at the tourist attractions 	Complied

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	<p><i>Aspects to be covered:</i></p> <p><i>(v) General Framework Condition</i></p> <p><i>(vi) Planned Initiatives</i></p>		<p>is provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2.</p> <ul style="list-style-type: none"> • Strategies and proposals to improve basic framework conditions to be provided in subsequent iteration. 	
4.5	<p>Accommodation Facilities</p> <p><i>Aspects to be covered:</i></p> <p><i>(vii) As-Is Assessment</i></p> <p><i>(viii) Planned Initiatives</i></p> <p><i>(ix) Gaps / Issues</i></p>	No	<ul style="list-style-type: none"> • Details on average room rate and yearly occupancy rates are missing. • Planned initiatives to be provided. • Gaps/ issues needs to be provided. This information may be collected through a planned tourist survey. • Assessment of whether existing accommodation facilities are sufficient especially during peak season to be provided. This analysis may be 	Complied

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
			provided in subsequent iteration.	
4.6	ICT readiness <i>Aspects to be covered:</i> <i>(vii) As-Is Assessment</i> <i>(viii) Planned Initiatives</i> <i>(ix) Gaps / Issues</i>	No	<ul style="list-style-type: none"> • Details on point (ii) is missing. • Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality • Following aspects to assess ICT readiness to be addressed in subsequent iteration: <ul style="list-style-type: none"> ○ Whether the websites, portal and applications are user friendly or not? ○ Are these regularly updated? ○ Does the website, portal, applications provide hassle free experience to the tourists? ○ Is there a need to revamp the application? If yes, then, has it 	Complied. Assessment to be further detailed in subsequent iteration.

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
			been taken up in master plan?	
4.7	Employment and Skilling	No	<ul style="list-style-type: none"> Detailed assessment as per model template to be provided in subsequent iteration on Points (ii), (iii) & (iv) of section 4.7 of model template. 	Complied. Assessment to be further detailed in subsequent iteration.
4.8	Community Engagement	No	<ul style="list-style-type: none"> Detailed assessment as per model template to be provided in subsequent iteration on Points (i), (iii), (iv) & (v) of section 4.8 	Complied. Assessment to be further detailed in subsequent iteration.
4.9	Branding, Marketing and Promotion	Yes	-	-
4.10	Tourist Carrying Capacity	No	<ul style="list-style-type: none"> Preliminary/Initial carrying capacity assessment is provided. Detailed assessment to be provided in subsequent iterations 	Complied. Assessment to be further detailed in subsequent iteration.

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
4.11	Destination Institutional Structure	No	<ul style="list-style-type: none"> Information on point (iii) of section 4.11 of model template is pending. The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration 	Complied. Assessment to be further detailed in subsequent iteration.
4.12	Details of Stakeholder Consultations	Yes	-	In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions.
4.13	Key Takeaways (Summary of key Issues, gaps,	No	<ul style="list-style-type: none"> The key takeaways to be as per the Model Template. 	Complied.

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	<i>opportunities & potentials)</i>		<ul style="list-style-type: none"> The proposed interventions provided in Iteration-1 to be based on issues, gaps and potentials identified in this section. 	
5	Vision and Target Output			
5.1	Vision Statement	No	This may be further refined in accordance with point 6 of Guidance Note	Complied
5.2	Target Output	No	<ul style="list-style-type: none"> It is mentioned that this section will be taken up in Master Plan Iteration-2. Refer point 7 of Guidance Note 	To be taken up in subsequent iteration
6	Proposed Strategy and Action Plan			
6.1	Proposed Interventions	No	<ul style="list-style-type: none"> Conceptual interventions under the head (A) Spatial Planning and Hard 	Complied

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	<p><i>Interventions Areas:</i></p> <p>(xv) <i>Spatial Planning and interventions</i></p> <p>(xvi) <i>Digital Interventions</i></p> <p>(xvii) <i>Employment, Skilling and community engagement</i></p> <p>(xviii) <i>Branding, Marketing and Promotion</i></p> <p>(xix) <i>Institutional Structure</i></p> <p>(xx) <i>Policy & Regulatory Interventions</i></p> <p>(xxi) <i>Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>Interventions have been provided.</p> <ul style="list-style-type: none"> • The section to be updated as per point 8 of Guidance Note in subsequent iteration • In Iteration-1, at least one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC where required permissions/clearances for implementation are available. The details of the interventions to be provided. • Proposed plan with sufficient details for on ground implementation to be provided for (ii), (iii), (v) and (vi) in subsequent iteration. 	<p>Following in to be incorporated in the subsequent iteration-</p> <ul style="list-style-type: none"> • Implementation Plan for softer interventions to be provided. • Interventions at the destination that can be implemented through schemes/programs of other Central Line Ministries to be detailed.
6.2	Pre-Feasibility Assessment of	No	To be provided in Iteration-1 for the projects identified to be	Project Identified, however pre-feasibility is to be

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
	identified PPP projects (if any)		undertaken via PPP mode.	provided in subsequent iteration.
6.3	Layout Plan	Yes	-	-
6.4	Integration with PM Gati Shakti (v) <i>Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> (vi) <i>Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	NA
6.5	Summary of the Proposed Projects (to be provided in each Iteration)	No	The summary to be revised as per the projects to be prioritized for DPR Package – 1.	Complied

Ch /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (On Compliance)
6.6	Monitoring and Evaluation (for identified KPIs for the proposed projects)	No	To be provided in subsequent iteration.	To be provided in subsequent iteration.
7	Project Operation and Maintenance Plan			
7.1	O&M Framework (to be provided for projects identified for DPR Packages)	No	The O&M framework for the identified intervention prioritized for DPR Package-1 to be provided in Iteration-1.	Complied
8	General Observations			
8.1	Source of All figures and Tables	Yes	-	-
8.2	List of References	Yes	-	-
8.3	Annexures (Annexure-C in 1 st Iteration)	Yes	-	-
8.4	Report Structure	No	The chapter order of the report to be as per the model template.	Complied

Name of the Destination (State): Kapurthala (Punjab)

Name of the PDMC: L&T Infra PwC India Pvt Ltd. JV

Date of Signing of Agreement: 15th May 2023

Due Date of Submission as per Agreement: 29th June 2023

Actual Date of Report Submission: 24th June 2023

Date of Submission of Revised Report: 25th October 2023

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
1	Introduction	Yes	-	-
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: (iv) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(v) Listing of relevant	No	• The list of relevant	Complied

⁴ SOP for Guidance for Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
	<i>Proposals and Self of Projects in Sections 4.3 to 4.6.</i>		proposals/ projects from the plan(s) reviewed to be provided. (Refer Section 2, Note of the Model Template)	
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	Yes	-	-
3.3	History	Yes	-	-
3.4	Demographic Profile	No	<ul style="list-style-type: none"> The information provided is at the district level. Further, bifurcation at level of Municipal Corporation and other ULBs/ villages included in the delineated 	Complied

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
			area may be provided for more detailed analysis.	
3.5	Economic Profile	No	<ul style="list-style-type: none"> Information on Work force participation covered under Demographic Profile section to be brought under this section 	Complied
3.6	Key Tourism Assets	No	<ul style="list-style-type: none"> Refer Guidance note Point-2 for identifying Primary Destinations. 	Complied. The USP of the tourist asset to be mentioned. Details can be provided in Section 4.3.
4	Destination Assessment			
4.1	Destination Connectivity Aspects to be covered:	No	<ul style="list-style-type: none"> The section should provide information related to Parking, cab services, 	Complied (Analysis and Gap assessment of Transport Terminals to be carried out in

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
	(xiii) Air Connectivity (xiv) Rail Connectivity (xv) Road Connectivity (xvi) Waterway Connectivity		Public Transportation for connecting Airports and Railway Stations to the destination/ different parts of the destination. <ul style="list-style-type: none"> Information on Capacity and Facilities at Bus Terminals also to be provided. The section to be updated in accordance with the Guidance Note. 	subsequent iteration)
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> As per the Master Plan Template, tourist statistics of 4.2 (c), (d), (e), (f), (g), and (h) are to be provided in subsequent iteration and the section to be revised as per 	Complied (To be further improved in subsequent iteration)

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
			Point 5 of the Guidance Note.	
4.3	<p>Tourist Attractions at the Destination</p> <p>Aspects to be covered:</p> <p>(vii) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p> <p>(viii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p>	No	<ul style="list-style-type: none"> • The primary attractions to be rationalised. Refer Guidance note to identify Primary attractions, • Rating System if not benchmarked to any standards/ best practices to be removed. • Planned initiatives at the tourist attractions is provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2. • Gaps and issues to be supported with better map(s) and photograph(s). 	Complied

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
4.4.	<p>Basic Tourism Infrastructure</p> <p><i>Aspects to be covered:</i></p> <p>(i) <i>General Framework Condition</i></p> <p>(ii) <i>Planned Initiatives</i></p>	No	<ul style="list-style-type: none"> Planned initiatives at the tourist attractions is provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2. Strategies and proposals to improve basic framework conditions to be provided in subsequent iteration. 	Complied
4.5	<p>Accommodation Facilities</p> <p><i>Aspects to be covered:</i></p> <p>(i) <i>As-Is Assessment</i></p>	No	<ul style="list-style-type: none"> Details on average room rate, bed capacity and yearly occupancy rates are missing. Planned initiatives and Gaps/Issues to be further elaborated in 	Complied (To be further improved in subsequent iteration)

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
	(ii) Planned Initiatives (iii) Gaps / Issues		subsequent iteration <ul style="list-style-type: none"> Assessment of whether existing accommodation facilities are sufficient especially during peak season to be provided. This analysis to be provided in subsequent iteration. 	
4.6	ICT readiness Aspects to be covered: (i) As-Is Assessment (ii) Planned Initiatives (iii) Gaps / Issues	Yes	<ul style="list-style-type: none"> Details on point (ii) is missing. Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality. Following aspects to assess ICT readiness to be addressed in subsequent iteration: 	Complied

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
			<ul style="list-style-type: none"> ○ Whether the websites, portal and applications are user friendly or not? ○ Are these regularly updated? ○ Does the website, portal, applications provide hassle free experience to the tourists? ○ Is there a need to revamp the application? If yes, then, has it been taken up in master plan? 	
4.7	Employment and Skilling	No	Detailed assessment as per model template to be provided in subsequent iteration	Complied. Assessment to be further detailed in

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
			on Points (ii), (iv), (v) & (vi) of section 4.7 of model template.	subsequent iteration.
4.8	Community Engagement	No	Detailed assessment as per model template to be provided in subsequent iteration on Points (i), (iv) & (v) of section 4.8	Complied. Assessment to be further detailed in subsequent iteration.
4.9	Branding, Marketing and Promotion	Yes	-	-
4.10	Tourist Carrying Capacity	No	<ul style="list-style-type: none"> Preliminary/Initial carrying capacity assessment is provided. Detailed assessment to be provided in subsequent iterations 	To be further improved in subsequent iteration.
4.11	Destination Institutional Structure	No	<ul style="list-style-type: none"> Information on point (iii) of section 4.11 of 	To be further improved in subsequent iteration

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
			<p>model template is pending.</p> <ul style="list-style-type: none"> The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration 	
4.12	Details of Stakeholder Consultations	Yes	-	In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions.

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	<ul style="list-style-type: none"> The key takeaways to be as per the Model Template. The proposed interventions provided in Iteration-1 to be based on issues, gaps and potentials identified in this section. 	-
5	Vision and Target Output			
5.1	Vision Statement	No	This may be further refined in accordance with point 6 of Guidance Note	Complied
5.2	Target Output	No	<ul style="list-style-type: none"> This section is missing and to be taken up in Iteration-2. Refer point 7 of Guidance Note 	To be taken up in subsequent iteration

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
6				
Proposed Strategy and Action Plan				
6.1	Proposed Interventions <i>Interventions Areas:</i> (i) <i>Spatial Planning and interventions</i> (ii) <i>Digital Interventions</i> (iii) <i>Employment , Skilling and community engagement</i> (iv) <i>Branding, Marketing and Promotion</i> (v) <i>Institutional Structure</i> (vi) <i>Policy & Regulatory</i>	No	<ul style="list-style-type: none"> • Conceptual interventions under the head (A) Spatial Planning and Hard Interventions have been provided. • The section to be updated as per point 8 of Guidance Note in subsequent iteration • In Iteration-1, at least one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC where required permissions/ 	Complied The following to be incorporated in subsequent Iteration- <ul style="list-style-type: none"> • Implementation Plan for softer interventions to be provided in subsequent interventions. • Interventions at the destination that can be implemented through schemes/programs of other Central Line Ministries to be detailed.

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
	<p><i>Interventions</i> <i>(vii) Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>clearances for implementation are available. The details of the interventions to be provided.</p> <ul style="list-style-type: none"> Proposed plan with sufficient details for on ground implementation to be provided for (ii), (iii), (v) and (vi) in subsequent iteration. 	
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 for the projects identified to be undertaken via PPP mode.	Project Identified, however pre-feasibility is to be provided in subsequent iteration.
6.3	Layout Plan	Yes	-	-
6.4	Integration with PM Gati Shakti <i>(vii) Final Delineated Study Area (to</i>	No	GIS database of the final delineated study area boundary to be provided after	NA

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
	<i>be provided in Iteration after approval of Inception Report) (viii) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>		approval of Inception Report.	
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary to be revised as per the projects to be prioritized for DPR Package – 1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	To be provided in subsequent iteration.
7	Project Operation and Maintenance Plan			

Chapter /Section	Item	Draft Iteration -1		Revised Iteration -1
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (On Compliance)
7.1	O&M Framework (to be provided for projects identified for DPR Packages)	No	The O&M framework for the identified intervention prioritized for DPR Package-1 to be provided in Iteration-1.	Complied
8	General Observations			
8.1	Source of All figures and Tables	Yes	-	-
8.2	List of References	Yes	-	-
8.3	Annexures (Annexure-C in 1 st Iteration)	Yes	-	-
8.4	Report Structure	No	The chapter order of the report to be as per the model template.	Complied • Fig 4.9 and 4.10 are not legible. To be updated.

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

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

File No. SD-8/15/2020-SD- Part (2)

Dated 01.01.2024

Subject Proceedings of the 17th Mission directorate Meeting under Swadesh Darshan 2.0 held on 06.12.2023 at 12:00 P.M.

I am directed to enclosed minutes of the 17th Meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional secretary (Tourism) on 06.12.2023 at 12:00 P.M. in hybrid mode for kind perusal and necessary action.



Ajeet Kumar Tyagi
(Assistant Director)

Encl. as above

To,

- 1 The secretary, Ministry of Culture/ Civil Aviation/ Environment & Forest/ Housing & Urban affairs/Road Transport & Highways/ Skill Development & entrepreneurship/ Railways.
2. The ACS/ Principal Secretaries/ Secretaries/ State Mission Directors, Department of Tourism, Govt. of Andhra Pradesh, Meghalaya and Nagaland.
3. The Director (F), Ministry of Tourism.
4. District Collectors/District Magistrate (Chairperson's of Destination Management Committee) of YSR Kadapa, Alluri Sitarama Raju, East Khasi Hills,. Nuland and Chumoukedima districts.
5. The Regional Director, India Tourism Chennai/ Guwahati
6. The Director (SD), Ministry of Tourism.
7. The President, HAI / FHRAI / IATO
8. Special Invitees- Managers and Assistant Managers of MOT

Copy to:-

1. Additional Secretary, Ministry of Tourism.
2. M/s EY, NPMU, Swadesh Darshan Scheme for doing the needful.

Government of India
Ministry of Tourism
{F. No. SD-8/15/2020-SD-Part(2)}

Proceedings of the 17th meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 06.12.2023 at 12 00 PM

Agenda 17.1 Leave of Absence

The 17th meeting of the Mission Directorate (MD) was held on 06.12.2023 at 12:00 pm under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 17.2 Confirmation of the proceedings of the 15th MD Meeting

The proceedings of the 15th meeting of the MD circulated vide OM no. SD-8/15/2020-SD-Part(2) dated 03/11/2023 were confirmed.

Agenda 17.3 Review of Master Plan, Strategy & Action Plan (MPSAP) Iteration -1

1. It was informed that the PDMCs have submitted the Master Plan Iteration -1 for 41 destinations. Ministry thereafter carried out review of the Reports and shared its observations. Further, Ministry also issued guidance note on important sections of the Master Plan and revised template.
2. The PDMCs were accordingly directed to revise the draft master plan (iteration 1) after compliance with the observations and guidance note in the revised template issued by the Ministry.
3. NPMU, Swadesh Darshan reviewed the revised MPSAP Iteration -1 as per the checklist attached with the agenda:

S No.	State	Destination
1.	Meghalaya	Shillong
2.	Meghalaya	Sohra
3.	Andhra Pradesh	Gandikota
4.	Andhra Pradesh	Arakku-Lambasingi

4. The PDMC made presentation (attached as **Annexure-2**) on the Master Plan Iteration-01 to the committee and the following was noted:

- (i). The vision and positioning for Gandikota destination needs to be re-worked.
- (ii). The Proposed Strategy and Action Plan section of the report to focus equally on destination level strategies and interventions across the areas of tourism products, IT/Digitalization, Branding Marketing & Promotion, Skilling and Capacity Development, Private Investment & PPP as well. It should not be limited to physical interventions around the tourist attractions.
- (iii). The experiences and interventions should derive from the overall proposed strategy for the destination leading to action plan for implementation at short, medium, and long-term covering a horizon of ten years.
- (iv). The MPSAP to conceptualize strategy/ interventions for creating enabling environment and infrastructure for private investment at the destination.
- (v). The MPSAP to mainstream sustainability measures and inclusive development which should also be reflected in the proposed experiences for implementation.
- (vi). The MPSAP to suggest a mechanism for tourist data collection at the destination based on the strategy suggested by the Ministry of Tourism and other best practices.
- (vii). The MPSAP to suggest setting up a full-fledged and strong institutional structure for the effective functioning of the Destination Management Organization (DMO).
- (viii). The MPSAP should also focus on Visitor Management system for management of carrying capacity at the destination.
- (ix). The shelf of projects in MPSAP to include projects which may be taken up for destination development over the horizon of next 10 years. The shelf of projects to be expanded and the broad cost to be revised.
- (x). The O&M plan for any intervention should be detailed and comprehensive. DPR should have provision to appoint an agency for managing the entire tourist experience on end-to-end basis.

5. It was accordingly directed that the PDMC to incorporate the above observations as well as take note of the compliance status attached as **Annexure-3** in the subsequent iteration of the MPSAP for the destinations of Shillong, Sohra, Gandikota and Arakku-Lambasingi.
6. The MPSAPs Iteration-1 were approved in principle for these destinations. It was further directed that the State Nodal Agency and Consultancy Monitoring Committee while approving the payment against the deliverable of Master Plan, Strategy & Action Plan Iteration-1, retain 10% of the payment due for the said deliverable, which will be released after suggested improvements are made and approved by Mission Directorate.
7. The Line Ministries were requested to expedite their comments and feedback on the Master Plan shared by the Ministry vide email dated 15.11.2023 and 1.12.2023 and the same will be incorporated in the next iteration.
8. It was also noted that Team Leader, who is responsible for overall vision and coordination for MSAP has to devote adequate time and the contract provides for 25% of time of team leader for each State for the assignments. Since one team leader is leading across multiple States, the NPMU needs to track of time utilisation of such team leaders from across the States.

Agenda 17.4 Review of Shortlisted Experiences for DPR Package -1 (3 Experiences)

1. Based on the review of Master Plan (Iteration-01) Strategy and Action Plan presented by the PDMC for Chumoukedima destination in Nagaland, the following experiences were shortlisted and the same were presented in the meeting:

S No	Destination (State/UT)	Shortlisted Experiences
1.	Chumoukedima, Nagaland	1. Tribal Cultural Experience at Midway Retreat
		2. Ecotourism Experience at Chumoukedima viewpoint
		3. Adventure Tourism Experience at Jacob Village

2. During the course of the presentation the following was noted and are to be incorporated in proposed experiences:
 - (i). Component in the experiences such as last mile road connectivity can be funded under the PM-DevINE scheme.
 - (ii). The operation and management of the experiences (including assets) to be worked out in the planning stage itself to ensure the sustainability of the experience. Accordingly, the implementation to be structured with Tourist Experience Management Agency in mind for sustainable operation and management of the experience.
 - (iii). These experiences will be presented in the next CSMC meeting for in-principal approval.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Housing & Urban Affairs	Dr. Shishir Bansal	ADG
2.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
3.	Ministry of Environment, Forest & Climate Change	Dr. Sudheer	Scientist, Wildlife Division

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	FHRAI	Sh. Jason Chacko	FHRAI

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. CSN Murthy	Chief Engineer, APTDC
2.	Andhra Pradesh	Sh. Das	DTO ASR DISTRICT
3.	Andhra Pradesh	Sh. Mallikarjuna Rao	DTO Kadapa
4.	Meghalaya	Sh. Cyril V. Darlong Diengdoh	Director, Dept of Tourism
5.	Meghalaya	Sh. Marbaniang	Executive Engineer, Dept of Tourism
6.	Meghalaya	Sh. Ronny Wahlang	ADC, East Khasi Hills District
7.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Jasvinder Singh	Director (T), Swadesh Darshan
2.	Smt. Manjiri Kamalapurkar	Asst Director, Swadesh Darshan Div.

Sn.	Name	Designation
3.	Kunal Singh	Member, NPMU
4.	Karishma Prasad	Member, NPMU

5. **List of Participants from the PDMCs**

Sn.	Name	Designation
1.	Sh. Harsh Goel	Team Leader (Andhra Pradesh & Meghalaya), M/s. INI Design Studio
2.	Smt. Apokla Jamir	Team Leader (Nagaland), M/s. WAPCOS

Annexure-B

Review of Master Plan, Strategy and Action Plan Iteration-01 submitted under Swadesh Darshan 2.0

Name of the Destination (State): Shillong (Meghalaya)

Name of the PDMC: INI Design Studio Ltd.

Date of Signing of Agreement: 25th April 2023

Due Date of Submission as per Agreement: 09th June 2023

Actual Date of Report Submission: 10th July 2023

Date of Submission of Revised Report: 04th October 2023

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
1	Introduction	No	Section 1.2.2 Destination Delineation and maps to be updated as per Revised Inception Report submitted.	Complied
2	Review of Statutory and Tourism Plans			

¹ SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(w.r.t the requirements of the ToR, Model Template & Guidance Note¹)</i>	Remarks /Observations <i>(on Compliance)</i>
2.1	Aspects to be covered: <i>(i) Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	<i>(ii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/projects from the plan(s) reviewed to be provided. <i>(Refer Section 2, Note of the Model Template)</i>	Complied
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	No	<ul style="list-style-type: none"> • The section on climate to include favourable time to visit the destination. • 3D view of the destination on Google 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
			satellite imagery/ Google Earth to be also provided as part of Section on Topography.	
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-
3.5	Economic Profile	Yes	-	-
3.6	Key Tourism Assets	No	<ul style="list-style-type: none"> The title of the section to be as per template The section to be revised as per Point 2 of the Guidance Note. 	Complied
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i>	No	<ul style="list-style-type: none"> Whether information/signage regarding MTC bus service (including boarding point, service intervals, etc.) from Guwahati airport and 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
	<p>(i) Air Connectivity</p> <p>(ii) Rail Connectivity</p> <p>(iii) Road Connectivity</p> <p>(iv) Waterway Connectivity (if any)</p>		<p>railway station easily available at the respective terminals to be highlighted.</p> <ul style="list-style-type: none"> • Facilities at the airport terminal as well as level of hygiene and cleanliness to be provided. • Hygiene and cleanliness conditions at the terminal facilities to be provided. • Condition of the highways, carriageway (lanes), condition as well as availability and condition of wayside amenities to be provided. • More Photograph(s) of condition and facilities at the terminals may be added. 	

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
			<ul style="list-style-type: none"> The section to be revised as per Point 4 of the Guidance Note. 	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> The section to be updated as per Point 5 of the Guidance note in subsequent iteration. The formula for random sampling approach can be provided in Annexure. Analysis of the CAGR calculated to be provided. The availability, quality and methodology being adopted by the State for recording tourist arrivals to be assessed. A framework to improve the methodology for more accurate data collection may be 	Complied. The section may be further detailed in subsequent iterations.

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
			provided in subsequent iterations.	
4.3	<p>Tourist Attractions at the Destination</p> <p><i>Aspects to be covered:</i></p> <p><i>(i) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p> <p><i>(ii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>	No	<ul style="list-style-type: none"> • A key map on Google satellite imagery showing the destination study area boundary and location of the attractions being assessed may be also provided. • Assessment of the aspects of accessibility, circulation within the attraction (if applicable), communication, health, safety and hygiene conditions to be provided. • Gaps and issues may be supported with photograph(s). 	Complied
4.4.	Basic Tourism Infrastructure	No	<ul style="list-style-type: none"> • Section 4.4.2- The overall status of Hygiene, Cleanliness and Waste Management at the destination to be 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
	<p><i>Aspects to be covered:</i></p> <p><i>(i) General Framework Condition</i></p> <p><i>(ii) Planned Initiatives</i></p>		<p>elaborated with supporting photographs.</p> <ul style="list-style-type: none"> • Section 4.4.5- The analysis and inference regarding overall availability/ shortage of power in Shillong to be provided. • Section 4.4.6- The analysis and inference regarding overall availability/ shortage of water supply in Shillong to be provided. 	
4.5	<p>Accommodation Facilities</p> <p><i>Aspects to be covered:</i></p> <p><i>(i) As-Is Assessment</i></p> <p><i>(ii) Planned Initiatives</i></p>	No	<ul style="list-style-type: none"> • Assessment of whether existing accommodation facilities are sufficient especially during peak season to be provided. • The source for Table 12 to be provided. • The details regarding registered units to be 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
	<i>(iii) Gaps / Issues</i>		provided in subsequent iteration.	
4.6	ICT readiness <i>Aspects to be covered:</i> <i>(i) As-Is Assessment</i> <i>(ii) Planned Initiatives</i> <i>(iii) Gaps / Issues</i>	No	In Section 4.6.2, regarding the app following to be addressed in subsequent iteration: – Whether the websites, portal and applications are user friendly or not? – Are these regularly updated? – Does the website, portal, applications provide hassle free experience to the tourists? – Is there a need to revamp the application? If yes, then, has it been taken up in master plan?	Complied
4.7	Employment and Skilling	No	Preliminary details provided. Further assessment as per	Complied. The section to be further detailed

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
			template to be provided in subsequent iteration.	in subsequent iterations.
4.8	Community Engagement	No	Preliminary details provided. Further assessment as per template to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.9	Branding, Marketing and Promotion	No	Further assessment as per template to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.10	Tourist Carrying Capacity	No	Preliminary/Initial carrying capacity assessment to be provided in Iteration-1 Detailed assessment to be provided subsequent iterations.	Complied. To be further refined in subsequent iteration.
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> • Kick-off meetings are not considered as Stakeholder Consultations. • The key outcomes/discussion points provided to be for Shillong only. • In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions. 	Complied
4.13	Key Takeaways <i>(Summary of key Issues, gaps, opportunities & potentials)</i>	No	The section to be updated as per Point 3 of the Guidance Note.	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
5	Vision and Target Output			
5.1	Vision Statement	No	The section to be updated as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be updated provided in subsequent iteration as per Point 7 of the Guidance Note.	Complied. The section may be further detailed in subsequent iterations.
6	Proposed Strategy and Action Plan			
6.1	Proposed Interventions <i>Interventions Areas:</i> <i>(i) Spatial Planning and interventions</i> <i>(ii) Digital Interventions</i> <i>(iii) Employment , Skilling and</i>	No	<ul style="list-style-type: none"> The section to be updated as per point 8 of Guidance Note in subsequent iteration. All proposals at the identified areas/attractions to include interventions to improve end to end tourist experience. In Iteration-1, atleast one area/primary attraction to be proposed as a tourism 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
	<p><i>community engagement</i></p> <p>(iv) <i>Branding, Marketing and Promotion</i></p> <p>(v) <i>Institutional Structure</i></p> <p>(vi) <i>Policy & Regulatory Interventions</i></p> <p>(vii) <i>Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>experience zone having end-to-end interventions to enhance tourist experience in consultation with State and DMC and all details to be provided.</p> <ul style="list-style-type: none"> Proposed interventions in Sub-section 6.7 to be detailed in subsequent iterations and may also be included as part of the end-to-end development of tourism experience zone wherever applicable. Based on assessment of air connectivity to Shillong, proposal for improvement/upgradation under Convergence may be provided. 	
6.2	Pre-Feasibility Assessment of	No	To be provided in Iteration-1 if any project is	PPP opportunities not

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
	identified PPP projects <i>(if any)</i>		identified to be undertaken via PPP mode.	identified in Iteration-1.
6.3	Layout Plan	No	To be provided in Iteration-1 for identified area/primary attraction proposed to be taken up for development in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti <i>(i) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> <i>(ii) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary of the proposed interventions/experience to be provided and experiences to be taken up in DPR Package-1 to be highlighted.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be updated in subsequent iteration.	To be taken up in iteration 2
7	Project Operation and Maintenance Plan			
7.1	O&M Framework <i>(to be provided for projects identified for DPR Packages)</i>	No	The O&M framework for the identified intervention area prioritized for DPR Package-1 to be provided in Iteration-1 as part of end-to-end development of tourist experience zone.	Conceptual O&M provided. The section to be further detailed in subsequent iteration.
8	General Observations			
8.1	List of References & Annexures	Yes	-	-

Name of the Destination (State): Sohra (Meghalaya)

Name of the PDMC: INI Design Studio Ltd.

Date of Signing of Agreement: 25th April 2023

Due Date of Submission as per Agreement: 09th June 2023

Actual Date of Report Submission: 10th July 2023

Date of Submission of Revised Report: 04th October 2023

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
1	Introduction	No	Section 1.2.2 Destination Delineation and maps to be updated as per Revised Inception Report submitted.	Complied
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: (iii) Whether listed plans have been prepared for	Yes	-	-

² SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
	<i>the destination</i>			
2.2	<i>(iv) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/projects from the plan(s) reviewed to be provided. <i>(Refer Section 2, Note of the Model Template)</i>	Complied
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	No	3D view of the destination on Google satellite imagery/ Google Earth to be also provided as part of Section on Topography.	Complied
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
3.5	Economic Profile	Yes	-	-
3.6	Key Tourism Assets	No	The section to be revised as per Point 2 of the Guidance Note.	Complied
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i> (v) Air Connectivity (vi) Rail Connectivity (vii) Road Connectivity (viii) Waterway Connectivity <i>(if any)</i>	No	<ul style="list-style-type: none"> • Facilities at the airport terminal as well as level of hygiene and cleanliness to be provided. • Hygiene and cleanliness conditions at the terminal facilities to be provided. • More Photograph(s) of condition and facilities at the terminals may be added. 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
			<ul style="list-style-type: none"> The section to be updated per Point 4 of the Guidance Note. 	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> Further analysis and inference based on Point 5 of the Guidance Note to be provided in subsequent iteration. A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations. 	Complied. The section may be further detailed in subsequent iterations.
4.3	<p>Tourist Attractions at the Destination</p> <p><i>Aspects to be covered:</i></p> <p><i>(iii) Primary Attractions (As-Is</i></p>	No	A key map on Google satellite imagery showing the destination study area boundary and location of the attractions being assessed may be also provided.	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<p><i>Assessment, Planned Initiatives and Gaps/issues)</i></p> <p><i>(iv) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>			
4.4.	<p>Basic Tourism Infrastructure</p> <p><i>Aspects to be covered:</i></p> <p><i>(iii) General Framework Condition</i></p> <p><i>(iv) Planned Initiatives</i></p>	No	Strategies and proposals to improve basic framework conditions to be provided in subsequent iteration.	Complied.
4.5	Accommodation Facilities	No	<ul style="list-style-type: none"> Assessment of whether existing accommodation facilities are sufficient 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<p><i>Aspects to be covered:</i></p> <p><i>(iv) As-Is Assessment</i></p> <p><i>(v) Planned Initiatives</i></p> <p><i>(vi) Gaps / Issues</i></p>		<p>especially during peak season to be provided.</p> <ul style="list-style-type: none"> • Further analysis to be provided in subsequent iteration. 	
4.6	<p>ICT readiness</p> <p><i>Aspects to be covered:</i></p> <p><i>(iv) As-Is Assessment</i></p> <p><i>(v) Planned Initiatives</i></p> <p><i>(vi) Gaps / Issues</i></p>	No	<p>In Section 4.6.2, regarding the app following to be addressed in subsequent iteration:</p> <ul style="list-style-type: none"> – Whether the websites, portal and applications are user friendly or not? – Are these regularly updated? – Does the website, portal, applications provide hassle free experience to the tourists? – Is there a need to revamp the application? If yes, 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
			then, has it been taken up in master plan?	
4.7	Employment and Skilling	No	The details as per template to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.8	Community Engagement	No	Preliminary details provided. Further assessment as per template to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.9	Branding, Marketing and Promotion	No	The details as per template to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.10	Tourist Carrying Capacity	No	Preliminary/Initial carrying capacity assessment to be provided in Iteration-1. Detailed assessment to be provided subsequent iterations.	Not attempted Reason cited: Finalization of components

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	Complied. The section to be further detailed in subsequent iterations.
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> • Kick-off meetings are not considered as Stakeholder Consultations. • The key outcomes/discussion points provided to be for Sohra only. • In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
			as proposed interventions.	
4.13	Key Takeaways <i>(Summary of key Issues, gaps, opportunities & potentials)</i>	No	The section to be updated as per Point 3 of the Guidance Note.	Complied
5	Vision and Target Output			
5.1	Vision Statement	No	The section may further be refined as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be provided in subsequent Iteration as per Point 7 of the Guidance Note.	Complied. The section may be further detailed in subsequent iterations.
6	Proposed Strategy and Action Plan			
6.1	Proposed Interventions	No	<ul style="list-style-type: none"> The section to be updated as per point 	Complied. The section may be

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<p><i>Interventions Areas:</i></p> <p>(viii) <i>Spatial Planning and interventions</i></p> <p>(ix) <i>Digital Interventions</i></p> <p>(x) <i>Employment, Skilling and community engagement</i></p> <p>(xi) <i>Branding, Marketing and Promotion</i></p> <p>(xii) <i>Institutional Structure</i></p> <p>(xiii) <i>Policy & Regulatory Interventions</i></p>		<p>8 of Guidance Note in subsequent iteration.</p> <ul style="list-style-type: none"> All proposals at the identified areas/attractions to include interventions to improve end to end tourist experience. In Iteration-1, at least one area/primary attraction to be proposed as a tourism experience zone having end-to-end interventions to enhance tourist experience in consultation with State and DMC and all details to be provided. Based on the assessment carried out in Chapter 4, proposals for waste management (particularly plastics), visitor management 	<p>further detailed in subsequent iterations.</p>

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<p>(xiv) Any other area</p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>system may also be included in the intervention for identified tourism experience zone.</p> <ul style="list-style-type: none"> Based on assessment of air connectivity to Shillong, proposal for improvement/upgradation under Convergence may be provided in subsequent iteration. Based on the gaps/issues identified in a tourist's journey to the destination via road, proposals may be provided for improvement/upgradation of amenities along with possible convergence in subsequent iteration. Interventions/ strategies based on the gaps identified in basic tourist infrastructure in 	

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations <i>(w.r.t. the requirements of the ToR, Model Template & Guidance Note²)</i>	Remarks /Observations <i>(on Compliance with Observations)</i>
			Section 4.4. along with possible convergence to be provided in subsequent iteration.	
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	PPP opportunities not identified in Iteration-1.
6.3	Layout Plan	No	To be provided in Iteration-1 for identified area/primary attraction proposed to be taken up for development in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti <i>(iii) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<i>(iv) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>			
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary of the proposed interventions to be provided in each iteration as per the model template especially projects for intervention area to be taken up in DPR Package-1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
7	Project Operation and Maintenance Plan			
7.1	O&M Framework	No	The O&M framework for the identified intervention area	Conceptual O&M provided. The section to be

Ch/ Section	Item	Iteration-01		Revised Iteration -01
		Compliance (Yes/No)	Remarks /Observations (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
	<i>(to be provided for projects identified for DPR Packages)</i>		prioritized for DPR Package-1 to be provided in Iteration-1 as part of end-to-end development of tourist experience zone.	further detailed in subsequent iteration.
8	General Observations			
8.1	List of References & Annexures	Yes	-	-

Name of the Destination (State): Araku-Lambasingi (Andhra Pradesh)

Name of the PDMC: INI Design Studio Ltd.

Date of Signing of Agreement: 17th May 2023

Due Date of Submission as per Agreement: 1st July 2023

Actual Date of Report Submission: 3rd August 2023

Date of Submission of Revised Report: 6th November 2023

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
1	Introduction	Yes	-	-
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: (v) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(vi) Listing of relevant Proposals and	Yes	The proposal for Rehabilitation and Up-gradation of NH-	Complied

³ SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
	<i>Self of Projects in Sections 4.3 to 4.6.</i>		516E mentioned on pg 9 of the report to provided under 'Planned Initiatives' in Section 4.1.	
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	No	3D view of the destination on Google satellite imagery/ Google Earth to be also provided as part of Section 3.2.1	Complied
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-
3.5	Economic Profile	Yes	-	-
3.6	Key Tourism Assets	No	Section 4.3 in the report to be provide	Complied

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			in this chapter as per Model template structure and may be further refined according to Point 2 of the Guidance Note.	
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i> <i>(ix) Air Connectivity</i> <i>(x) Rail Connectivity</i> <i>(xi) Road Connectivity</i> <i>(xii) Waterway Connectivity (if any)</i>	No	<ul style="list-style-type: none"> The assessment of aspects for air and rail connectivity as per the Model template including availability, condition of amenities and last mile connectivity to the destination. The section maybe further refined as per 	Complied

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			<p>Point 4 of the Guidance Note.</p> <ul style="list-style-type: none"> Road Connectivity- Photograph(s) to be provided. <p>Availability and assessment of bus/taxi terminals.</p>	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> The section to be updated as per Point 5 of the Guidance note in subsequent iteration. The availability, quality and methodology being adopted by the State for recording tourist arrivals to be assessed in subsequent iteration. 	Complied. To be further updated based on analysis of tourist surveys conducted.

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			<ul style="list-style-type: none"> A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations. 	
4.3	<p>Tourist Attractions at the Destination</p> <p><i>Aspects to be covered:</i></p> <p><i>(v) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p> <p><i>(vi) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>	No	<ul style="list-style-type: none"> The detailed assessment of the tourist attractions as per Section 4.3.1 and 4.3.2 of the Model template is missing and same is to be provided. A key map on Google satellite imagery showing the destination study area boundary and location of the attractions being assessed may be also provided. 	Complied

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			<ul style="list-style-type: none"> Gaps and issues may be supported with photograph(s). 	
4.4.	<p>Basic Tourism Infrastructure</p> <p><i>Aspects to be covered:</i></p> <p>(v) <i>General Framework Condition</i></p> <p>(vi) <i>Planned Initiatives</i></p>	No	Section 4.4 of the Model temple is missing and assessment as per available information to be provided.	Complied. To be further updated based on primary data collection in the next iteration.
4.5	<p>Accommodation Facilities</p> <p><i>Aspects to be covered:</i></p> <p>(vii) <i>As-Is Assessment</i></p>	No	Further details and assessment as per section 4.5 of the Model template including planned projects (if any) to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
	(viii) <i>Planned Initiatives</i> (ix) <i>Gaps / Issues</i>			
4.6	ICT readiness <i>Aspects to be covered:</i> (vii) <i>As-Is Assessment</i> (viii) <i>Planned Initiatives</i> (ix) <i>Gaps / Issues</i>	No	Section 4.5.7- The information regarding tourist helpline number has been provided. The grievance redressal mechanism and its effectiveness to be elaborated in subsequent iteration.	Complied.
4.7	Employment and Skilling	No	Further details as per template to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.
4.8	Community Engagement	No	The details as per template to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
4.9	Branding, Marketing and Promotion	No	<p>Preliminary details about the Branding, Marketing and Promotion initiatives (if any) undertaken by the State to be provided.</p> <p>Further details and assessment as per template to be provided in subsequent iteration.</p>	Complied. Further details and assessment as per template to be provided in subsequent iteration.
4.10	Tourist Carrying Capacity	No	<p>Preliminary/Initial carrying capacity assessment to be provided in Iteration-1</p> <p>Detailed assessment to be provided subsequent iterations.</p>	Complied. To be further refined in subsequent iteration.
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing	Complied. To be further refined in subsequent iteration.

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			and managing various activities at the destination to be provided in subsequent iteration.	
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> Kick-off meetings are not considered as Stakeholder Consultations. In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions. 	Complied
4.13	Key Takeaways	No	The section to be further refined as per	Complied

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
	<i>(Summary of key Issues, gaps, opportunities & potentials)</i>		Point 3 of the Guidance Note.	
5	Vision and Target Output			
5.1	Vision Statement	No	The section to be further refined as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be updated in subsequent Iteration as per Point 7 of the Guidance Note.	-
6	Proposed Strategy and Action Plan			
6.1	Proposed Interventions	No	<ul style="list-style-type: none"> The section to be updated as per point 8 of Guidance Note in 	Complied. <ul style="list-style-type: none"> Proposal for Convergence such as Highway improvement

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
	<p><i>Interventions Areas:</i></p> <p>(xv) <i>Spatial Planning and interventions</i></p> <p>(xvi) <i>Digital Interventions</i></p> <p>(xvii) <i>Employment, Skilling and community engagement</i></p> <p>(xviii) <i>Branding, Marketing and Promotion</i></p> <p>(xix) <i>Institutional Structure</i></p> <p>(xx) <i>Policy & Regulatory Interventions</i></p> <p>(xxi) <i>Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>subsequent iteration.</p> <ul style="list-style-type: none"> For development of end-to-end tourism experience, the proposed interventions for destination to be restructured in discussion with State and DMC which can be prioritized. 	<p>between Arakku and Lambasingi to be indicated.</p> <ul style="list-style-type: none"> Strategy and Action plan related to Digitization to be provided in subsequent iteration Conceptual Strategy related to Branding, marketing & promotion, Policy & regulatory interventions to be further detailed in subsequent iteration.

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	PPP opportunities not identified in Iteration-1.
6.3	Layout Plan	No	The interventions prioritized in Iteration-1 for identified zone proposed for DPR to be highlighted in layout plan provided.	Complied
6.4	Integration with PM Gati Shakti <i>(v) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> <i>(vi) Proposed Interventions (to be provided in subsequent Iteration after</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
	<i>approval of DPR for the intervention)</i>			
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary of the proposed interventions to be provided in each iteration as per the model template especially projects for intervention area to be taken up in DPR Package-1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	To be taken up in iteration 2
7	Project Operation and Maintenance Plan			
7.1	O&M Framework <i>(to be provided for projects identified for DPR Packages)</i>	No	The O&M framework for the identified intervention area prioritized for DPR Package-1 to be provided in Iteration-	Complied The section to be further detailed

Ch /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
			1 as part of end-to-end development of tourist experience zone.	out in subsequent iteration.
8	General Observations			
8.1	List of References & Annexures	Yes	-	-

Name of the Destination (State): Gandikota (Andhra Pradesh)

Name of the PDMC: INI Design Studio Ltd.

Date of Signing of Agreement: 17th May 2023

Due Date of Submission as per Agreement: 1st July 2023

Actual Date of Report Submission: 3rd August 2023

Date of Submission of Revised Report: 6th November 2023

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
1	Introduction	Yes	-	-
2	Review of Statutory and Tourism Plans			
2.1	Aspects to be covered: <i>(vii) Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	<i>(viii) Listing of relevant Proposals and</i>	Yes	-	-

⁴ SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
	<i>Self of Projects in Sections 4.3 to 4.6.</i>			
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	
3.2	Physiography and Climate	No	3D view of the destination on Google satellite imagery/ Google Earth to be also provided as part of Section 3.4	Complied
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-
3.5	Economic Profile	Yes	-	-
3.6	Key Tourism Assets	No	Section 4.3 in the report to be provide in this chapter as per Model template	Complied. Adventure activities can be

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
			structure and may be further refined according to Point 2 of the Guidance Note.	considered part of the Gandikota Gorge attraction
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i> (xiii) <i>Air Connectivity</i> (xiv) <i>Rail Connectivity</i> (xv) <i>Road Connectivity</i> (xvi) <i>Waterway Connectivity (if any)</i>	No	<ul style="list-style-type: none"> The section maybe further refined as per Point 4 of the Guidance Note. Section 4.1.1- The assessment of last mile connectivity options for the tourist from the airports to reach the destination to be provided. Section 4.1.2- Rail connectivity to Jammalamadugu station from nearest major rail 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
			<p>heads such as Vijayawada Junction. Further, assessment of Kadapa station and Tirupati station as nearest major stations to be assessed as well.</p> <p>Assessment of facilities for passengers at Jammalamadugu station and options of last mile connectivity to Gandikota to be provided.</p>	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> The section to be updated as per Point 5 of the Guidance note in subsequent iteration. The availability, quality and methodology being adopted by the 	Complied. To be further updated based on analysis of tourist surveys conducted.

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
			<p>State for recording tourist arrivals to be assessed in subsequent iteration.</p> <ul style="list-style-type: none"> • A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations. 	
4.3	<p>Tourist Attractions at the Destination</p> <p><i>Aspects to be covered:</i></p> <p><i>(vii) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>	No	<ul style="list-style-type: none"> • The detailed assessment of the tourist attractions as per Section 4.3.1 and 4.3.2 of the Model template is missing and same is to be provided. • A key map on Google satellite imagery showing the destination study area boundary 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
	<i>(viii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i>		and location of the attractions being assessed may be also provided. • Gaps and issues may be supported with photograph(s).	
4.4.	Basic Tourism Infrastructure <i>Aspects to be covered:</i> <i>(vii) General Framework Condition</i> <i>(viii) Planned Initiatives</i>	No	Section 4.4 of the Model temple is missing and assessment as per available information to be provided. The section may be further updated in subsequent iteration.	Complied.
4.5	Accommodation Facilities	No	Further details and assessment as per section 4.5 of the Model template including planned projects to be	Complied. To be further updated based on primary data

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
	<p><i>Aspects to be covered:</i></p> <p><i>(x) As-Is Assessment</i></p> <p><i>(xi) Planned Initiatives</i></p> <p><i>(xii)Gaps / Issues</i></p>		provided in subsequent iteration.	collection in the next iteration.
4.6	<p>ICT readiness</p> <p><i>Aspects to be covered:</i></p> <p><i>(x) As-Is Assessment</i></p> <p><i>(xi) Planned Initiatives</i></p> <p><i>(xii)Gaps / Issues</i></p>	No	<p>Section 4.5.7-</p> <p>The information regarding tourist helpline number has been provided. The grievance redressal mechanism and its effectiveness to be elaborated in subsequent iteration.</p>	Complied.
4.7	Employment and Skilling	No	The details as per template to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
4.8	Community Engagement	No	The details as per template to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.
4.9	Branding, Marketing and Promotion	No	Preliminary details about the Branding, Marketing and Promotion initiatives (if any) undertaken by the State to be provided. Further details and assessment as per template to be provided in subsequent iteration.	To be further updated based on primary data collection in the next iteration.
4.10	Tourist Carrying Capacity	No	Preliminary/Initial carrying capacity assessment to be provided in Iteration-1 Detailed assessment to be provided subsequent iterations.	Complied. To be further refined in subsequent iteration.

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	Complied. To be further refined in subsequent iteration.
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> • Kick-off meetings are not considered as Stakeholder Consultations. • In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials 	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
			as well as proposed interventions.	
4.13	Key Takeaways <i>(Summary of key Issues, gaps, opportunities & potentials)</i>	No	The section is missing and to be provided as per Point 3 of the Guidance Note.	Complied
5	Vision and Target Output			
5.1	Vision Statement	No	The section to be further refined as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be updated in subsequent iteration as per Point 7 of the Guidance Note.	-
6	Proposed Strategy and Action Plan			

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
6.1	<p>Proposed Interventions</p> <p><i>Interventions Areas:</i></p> <p><i>(xxii) Spatial Planning and interventions</i></p> <p><i>(xxiii) Digital Interventions</i></p> <p><i>(xxiv) Employment, Skilling and community engagement</i></p> <p><i>(xxv) Branding, Marketing and Promotion</i></p> <p><i>(xxvi) Institutional Structure</i></p> <p><i>(xxvii) Policy & Regulatory Interventions</i></p>	No	<ul style="list-style-type: none"> The section to be updated as per point 8 of Guidance Note in subsequent iteration. For development of end-to-end tourism experience, the proposed interventions for destination to be restructured in discussion with State and DMC which can be prioritized. 	<p>Complied</p> <ul style="list-style-type: none"> Strategy and Action plan related to Digitization, Branding, Marketing & Promotion to be provided in subsequent iteration

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
	<i>(xxviii) Any other area Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i>			
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	Projects Identified. Pre- Feasibility to be provided in subsequent iteration.
6.3	Layout Plan	No	The interventions prioritized in Iteration- 1 for identified zone proposed for DPR to be highlighted in layout plan provided.	Complied
6.4	Integration with PM Gati Shakti <i>(vii) Final Delineated Study Area (to be</i>	No	GIS database of the final delineated study area boundary to be provided after	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
	<i>provided in Iteration after approval of Inception Report)</i> <i>(viii) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>		approval of Inception Report.	
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary of the proposed interventions to be provided in each iteration as per the model template especially projects for intervention area to be taken up in DPR Package-1.	Complied. Interventions under Convergence to be provided in subsequent iteration.
6.6	Monitoring and Evaluation	No	To be provided in subsequent iteration.	To be taken up in iteration 2

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance <i>(Yes/No)</i>	Remarks /Observations <i>(whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note⁴)</i>	Remarks /Observations <i>(on Compliance)</i>
	<i>(for identified KPIs for the proposed projects)</i>			
7	Project Operation and Maintenance Plan			
7.1	O&M Framework <i>(to be provided for projects identified for DPR Packages)</i>	No	The O&M framework for the identified intervention area prioritized for DPR Package-1 to be provided in Iteration-1 as part of end-to-end development of tourist experience zone.	Complied The section to be further detailed out in subsequent iteration.
8	General Observations			
8.1	List of References & Annexures	Yes	-	-

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

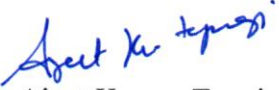
**Transport Bhawan,
1, Sansad Marg,
New Delhi-110001**

File No. SD-8/15/2020-SD- Part (2)

Dated 01.01.2024

Subject Proceedings of the 18th Mission directorate Meeting under Swadesh Darshan 2.0 held on 20.12.2023 at 03:00 P.M.

I am directed to enclosed minutes of the 18th Meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional secretary (Tourism) on 20.12.2023 at 03:00 P.M. in hybrid mode for kind perusal and necessary action.


Ajeet Kumar Tyagi
(Assistant Director)

Encl. as above

To,

1. The secretary, Ministry of Culture/ Civil Aviation/ Environment & Forest/ Housing & Urban affairs/Road Transport & Highways/ Skill Development & entrepreneurship/ Railways.
2. The ACS/ Principal Secretaries/ Secretaries/ State Mission Directors, Department of Tourism, Govt. of Arunachal Pradesh, Himachal Pradesh and Jharkhand.
3. The Director (F), Ministry of Tourism.
4. District Collectors/District Magistrate (Chairperson's of Destination Management Committee) of Upper Subansiri, Kangra and Saraikela Kharsawan districts.
5. The Regional Director, India Tourism Chennai/ Guwahati
6. The Director (SD), Ministry of Tourism.
7. The President, HAI / FHRAI / IATO
8. Special Invitees- Managers and Assistant Managers of MOT

Copy to:-

1. Additional Secretary, Ministry of Tourism.
2. M/s EY, NPMU, Swadesh Darshan Scheme for doing the needful.

Government of India
Ministry of Tourism
{F. No. SD-8/15/2020-SD-Part(2)}

Proceedings of the 18th meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 20.12.2023 at 03:00 PM

Agenda 18.1 Leave of Absence

The 18th meeting of the Mission Directorate (MD) was held on 20.12.2023 at 03:00 pm under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 18.2 Review of Shortlisted Experiences for DPR Package -1 (3 Experiences)

1. Following shortlisted experiences were presented in the meeting:

S No	Destination (State/UT)	Shortlisted Experiences
1.	Nacho (Arunachal Pradesh)	Unlock Nacho Expedition
2.	Pong Dam (Himachal Pradesh)	Pong Dam Recreational Getaway
3.	Chandil (Jharkhand)	Chandil Waterfront Escapade

2. During the course of the presentation, following suggestions were made:

- (i). The names of the experiences particularly Nacho may be revisited to bring the unique selling propositions of the destinations/ experiences and could help marketing and promotion.
- (ii). A vibrant villages mega adventure trail may be envisaged as one of the next experiences for Arunachal Pradesh including vibrant villages from NACHO.
- (iii). The experiences should further be detailed out in a manner they preserve the fragile eco-system and promote sustainable and responsible tourism.
- (iv). The experiences should further include adequate hard and soft components to bring in end to end experience.

- (v). Operation and management of the experience on sustainable basis through professional agencies should be integral part of the detailed design and service level and other requisite parameters to be fixed.
- (vi). Physical carrying capacity of the destination to be assessed.
- (vii). For Nacho experience, components of the experience like Butterfly tour needs to be revisited and to be checked for feasibility. Similarly, amenities at the helipad have to be built and managed by Aviation department.
- (viii). Provision of tented accommodation may be considered in the experiences of Pond Dam and Chandil destinations. Best practices of successful models of setting up these tented accommodation may be followed.
- (ix). It was also suggested that as part of the Master Plan, the PDMCs may also suggest Institutional structure for destination development authorities and Governance mechanism.
- (x). Components of the experience to be designed in a such a way that it promotes women participation and empowerment.
- (xi). PDMC to explore the possibility of conference tourism and MICE facility at Pong Dam and Chandil destinations.

The above three experiences were accordingly recommended and will be presented in the next CSMC meeting for in-principle approval.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Railways	Sh. Sumeet	Director
2.	Ministry of Culture	Sh. R N Kumaran	Asst. Archaeologist, ASI

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Arunachal Pradesh	Sh. Gedo Ishi	Deputy Director Tourism
2.	Himachal Pradesh	Smt. Mansi Sahay Thakur	Director Tourism
3.	Jharkhand	Smt. Anjali Yadav	Director Tourism
4.	Jharkhand	Sh. Amit Kumar	District Sports Officer, Seraikella Kharsawan

3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Jasvinder Singh	Director (T), Swadesh Darshan
2.	Sh. Uttank Joshi	Asst Director General, Swadesh Darshan Div.
3.	Sh. Ajit Pal Singh	Asst Director, Swadesh Darshan Div
4.	Sh. Ajit Tyagi	Asst Director, Swadesh Darshan Div
5.	Sh. Abhisek Kumar	NPMU

4. List of Participants from the PDMCs

Sn.	Name	Designation
1.	Sh. Subha Brata Roy	Team Leader (Arunachal Pradesh, Jharkhand), M/s. Voyants JV Ideck
2.	Sh. Sujeet Thakre	Team Leader (Himachal Pradesh), M/s. Voyants JV Ideck

Sn.	Name	Designation
3.	Smt. Gurleen Kaur	Tourism Product Planning and Design Expert (Arunachal Pradesh) M/s. Voyants JV Ideck
4.	Smt. Auptha Surili Dev	Tourism Product Planning and Design Expert (Himachal Pradesh, Jharkhand) M/s. Voyants JV Ideck