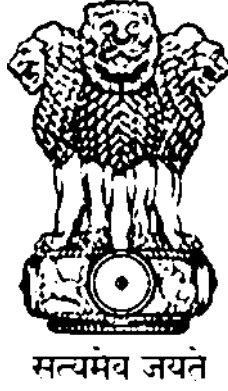


Agenda  
*for*  
the Ninth Meeting of the Mission Directorate  
(Swadesh Darshan Scheme 2.0)



Date: 3/02/2023  
Time: 12:00 PM

Ministry of Tourism  
Government of India

Agenda for the eighth meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) to be held on 03/02/2023 at 12:00 PM

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Agenda 9.1 Leave of Absence

1. Following is the list of all the members of

|        |   |                  |
|--------|---|------------------|
| (i).   | Additional Secretary, Ministry of Tourism,<br>In charge of Swadesh Darshan Scheme   | Chairperson      |
| (ii).  | Deputy Secretary, Finance   | Member           |
| (iii). | Representatives of the Ministries of<br>1. Culture<br>2. Housing and Urban Affairs<br>3. Environment, Forest & Climate Change<br>4. Civil Aviation<br>5. Road Transport and Highways<br>6. Railways<br>7. Skill Development | Member           |
| (iv).  | Secretary, Tourism of the States/ UTs of<br>Himachal Pradesh, Jammu & Kashmir,<br>Jharkhand and Manipur   | Members Invited  |
| (v).   | Representatives of Travel Trade and<br>Hospitality Industry<br>1. IATO<br>2. HAI<br>3. FHRAI  | Member           |
| (vi).  | Director/ Deputy Director General M/O<br>Tourism In charge of the concerned<br>Division   | Member Secretary |

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

Agenda 9.2 Confirmation of the proceedings of the eight meeting

1. The proceedings of the seventh meeting of the MD were circulated vide OM no. SD-8/15/2020-SD dated 30/12/2022 to all the members. A copy of the same is attached as Annexure A.
2. Members are requested to confirm receipt of the proceedings.

### Agenda 9.3 Swadesh Darshan 2.0 – Destination Centric Approach

1. Swadesh Darshan 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination centric and tourist centric scheme.
2. The Key areas of the Destination Centric Approach is:
  - (i) Defining Destination
  - (ii) Destination Management Committee (DMC) under District Collector
  - (iii) Data Driven Destination Management: Destination Profiling, Baseline KPI and quarterly measurement, Destination Dashboard:
  - (iv) Destination Master Plan
  - (v) Destination Marketing
  - (vi) Destination Digitalization
  - (vii) Destination Based Skilling
  - (viii) Adopt the Destination
  - (ix) Improving framework conditions
3. An OM in this regard was issued vide SD-8/15/2020-SD dated 01/12/2022 and a presentation on the same were made to the States on 30/01/2023 by the NPMU.
4. Members may provide suggestions for further strengthening the destination development and convergence.

## Agenda 9.4 Review of State Perspective Plans and Shortlisting of Destinations

### 1. Guidelines for submission of State Perspective Plans

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

### 2. Observations on State Perspective Plans

State Perspective Plans of the following States have been appraised by NPMU and the Mission Directorate.

(i). Himachal Pradesh

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

(ii). Jammu and Kashmir

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

(iii). Jharkhand

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

(iv). Manipur

State has not constituted State Steering Committee and is to notify a State Mission Director.

### 3. Shortlisting of Destinations

Based on the scrutiny and appraisal of the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme, Mission Directorate and NPMU will make presentation about the shortlisted destinations for further consideration.

(i). Himachal Pradesh (1)

Pong Dam

- (ii). Jammu & Kashmir (2)  
Basholi and Wullar lake
  - (iii). Jharkhand (1)  
Chandil
  - (iv). Manipur (2)  
Moriang and Imphal (Marjing)
4. A detailed Evaluation appraisal of the State Perspective Plans and shortlisted destinations is provided in Annexure B. The members to deliberate and provide suggestions and recommendations.
  5. States are further requested to expedite pending compliances as noted above so that next steps may be taken for implementation of the Scheme.

\*\*\*\*\*

ANNEXURE A

Ministry of Tourism  
Government of India  
(Swadesh Darshan Division)

Transport Bhavan,  
Parliament Street,  
New Delhi – 110001.

No. 8/15/2020-SD

Dated 02.01.2023


**OFFICE MEMORANDUM**

**Subject: Proceedings of the 8<sup>th</sup> meeting of the Mission Directorate of Swadesh Darshan Scheme was held on 30/12/2022 at 11 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode.**

Please find enclosed herewith the proceedings of the 8<sup>th</sup> meeting of the Mission Directorate of Swadesh Darshan Scheme which was held on 30/12/2022 under the Chairmanship of Additional Secretary (Tourism)

Thanking you,

Yours faithfully,

  
(Pawas Prason)  
Assistant Director

Encl: As above



## **Proceedings of the 8<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 30/12/2022 at 11 AM**

8<sup>th</sup> meeting of the Mission Directorate was held on 30/12/2022 at 11 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode. The proceedings of the meeting are as follows.

### **Agenda 8.1 Leave of Absence**

The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

### **Agenda 8.2 Confirmation of the proceedings of the Seventh meeting**

The proceedings of the seventh meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 15/12/2022 were confirmed.

### **Agenda 8.3 Swadesh Darshan 2.0 – Destination Centric Approach**

1. The members were informed of the background of revamping Swadesh Darshan Scheme launched in 2015 as Swadesh Darshan 2.0 by the Ministry of Tourism and the guidelines of the Scheme were already circulated to all the members.
2. It was emphasised that SD 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination and tourist centric scheme.
3. A presentation on the **Destination Centric Approach** under the **Swadesh Darshan 2.0** which was also circulated to all the States/UTA's vide OM dated 01/12/2022 was made by the NPMU covering the following key areas:

#### **i. Defining Destination**

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

#### **ii. Destination Management Organisations (DMOs)**

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

iii. **Data Driven Destination Management**

a. Destination Profiling:

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

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

b. Baseline KPI and quarterly measurement

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

c. Destination Dashboard

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

iv. **Destination Master Plan, Strategy and Action Plan**

A Master Plan, Strategy and Action Plan for the destination would be prepared for planned development of the destination. A detailed template for Master Plan will be worked out. It will

promote sustainable and responsible development of destination with focus on public private partnerships.

v. **Destination Marketing**

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

vi. **Destination Based Skilling**

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

vii. **Adopt the Destination**

In order to involve various stakeholders in the development of the destination, convergence with other programs such as 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry will be ensured. Universities would be encouraged to 'Adopt a Destination'. Celebrities and Diaspora rooted to the destination will also be leveraged for active branding and promotion.

viii. **Private Investment in Tourism**

Tourism and hospitality is led by private sector. It is important that private sector investment is encouraged and facilitated. A plan for management of revenue-generating assets, which can have public-private partnership and non-revenue generating assets, which will give budgetary support will be worked out and implemented. Master Plans would also identify potentials areas for private investment and public private partnerships at the destination.

ix. **Improving Framework Conditions**

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

**Agenda 8.4 Review of State Perspective Plans and Shortlisting of Destinations**

1. NPMU presented their appraisal of 2 SPPs in respect of Uttarakhand and Chhattisgarh and the same is attached as **Annexure-2**.
2. Based on the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme, NPMU presented the two shortlisted destinations for each State covering the following aspects:

| # | Item  |
|---|---|
| 1 | Major tourism attractions, offerings and themes           |
| 2 | Connectivity by Air, Rail and Road including local travel |
| 3 | Connectivity to any tourist circuit                       |
| 4 | Current tourism eco system                                |
| 5 | Future tourism potential                                  |

3. Based on the deliberations held during the meeting following recommendations are being made:

i. **Uttarakhand**

Two shortlisted destinations of Pithoragarh and Champawat were recommended.

ii. **Chhattisgarh**

Two shortlisted destinations of Bilaspur and Jagdalpur were recommended.

**Agenda 8.5 RFP for Selection of PDMC under Swadesh Darshan 2.0 Scheme**

1. It was informed that Ministry of Tourism had undertaken empanelment of PDMC with reference to the RFQ No SD-8/3/2022 dated 14.07.2022 and following PDMCs have been empanelled vide No. SD-8/3/2022 dated 15.12.2022.

- i. Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
  - ii. Egis India Consulting Engineers Pvt Ltd.
  - iii. INI Design Studio Pvt Ltd.
  - iv. IPE Global Ltd.
  - v. LEA Associates South Asia Pvt Ltd.
  - vi. L&T Infra Engineering JV PwC Pvt Ltd.
  - vii. SAI Consulting Engineers Pvt Ltd JV Fortress Infracon Ltd.
  - viii. STUP Consultants Pvt Ltd JV PDCOR Ltd.
  - ix. Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
  - x. WAPCOS Ltd.
2. It was also informed that final approval of the competent authority has been obtained for the following destinations:
- i. Andhra Pradesh (Gondikota, Arakku-Lambasingi)
  - ii. Arunachal Pradesh (Bomjir, Mechuka)
  - iii. Assam (Jorhat, Kokrajhar (Manas))
  - iv. Bihar (Gaya, Nalanda)
  - v. Chandigarh (UT) (Chandigarh)
  - vi. Goa (Porvorim, Colva)
  - vii. Gujarat (Dholavira, Dwarka)
  - viii. Karnataka (Hampi, Mysuru)
  - ix. Kerala (Kumarakom, Kozhikode (Beypore))
  - x. Ladakh (UT) (Leh, Kargil)
  - xi. Lakshadweep (UT) (Lakshadweep)
  - xii. Nagaland (Niuland, Chumoukedima)
  - xiii. Meghalaya (Shillong, Sohra)
  - xiv. Mizoram (Aizawl, Champhai)
  - xv. Puducherry (UT) (Puducherry, Karaikal)
  - xvi. Punjab (Amritsar, Kapurthala)
  - xvii. Rajasthan (Bundi (Kesoripatan), Jodhpur)
  - xviii. Tamil Nadu (Mamallapuram, The Nilgiris)
  - xix. Tripura (Agartala, Unakoti)
3. It was also informed the competent authority has approved to invite proposals for shortlisting of the PDMCs centrally from the empanelled agencies, which will ensure consistency, uniformity and expeditious completion of the process.
4. In this connection, consultative workshops were held with empanelled agencies to explain the program vision, destination centric approach and take feedback on the draft engagement structure formulated for the PDMC.
5. Draft RFP has accordingly been prepared in line with the requirements of the scheme and the same has been approved in principle by the competent authority. A copy of the draft RFP was circulated with the agenda and the same was presented in the meeting by NPMU:
- i. Process of Selection of PDMC
  - ii. RFP Schedule
  - iii. Content of RFP

- iv. Evaluation Process
  - v. Appendix for Technical & Financial Proposal
  - vi. Scope of Work
  - vii. Deliverables and Timelines
  - viii. Payment Schedule
  - ix. PDMC Team Composition for each State/UT
6. A copy of the presentation is attached as Annexure-3. States and UT's were requested for feedback on the RFP and following suggestions were made during the deliberations:
- i. Team Lead and other key experts may be mandated for minimum number of visits to the destination to ensure due oversight by PDMC on the project.
  - ii. Reimbursement of TA/DA for the Consultant's personnel may be considered for approved/ authorized visits to and from the destination.
  - iii. Monthly review of PDMC work may be undertaken to ensure due involvement of the Key Personnel on the project, including details of actual deployment during the month and activities performed by all the Key Personnel.
7. The Draft RFP was accordingly recommended with above inputs. It was decided that Ministry of Tourism shall accordingly release the RFP for selection of PDMCs for the identified States/ UTs. Each State/ UT shall nominate one representative to be part of the Evaluation Committee for selection of PMDC for respective State/ UT. The State/ UT will sign the agreement with the selected PDMC after submission of PBG to the States.

\*\*\*\*\*

## Annexure 1: List of Participants

### 1. List of the participants from Representative Ministries

| Sn.   | Name of Participant      | Designation         |
|---|--------------------------|---------------------|
| <b>Ministry of Environment, Forest &amp; Climate Change</b> |                          |                     |
| 1.  | Dr. Sh. Sudhir Chaudhary | Additional Director |
| <b>Ministry of Road Transport and Highways</b>              |                          |                     |
| 1.  | Sh. A Maulik             | Executive Engineer  |
| <b>Ministry of Railways</b>                                 |                          |                     |
| 1.  | Sh. Vikram Singh         | Executive Director  |
| <b>Ministry of Skill Development</b>                        |                          |                     |
| 1.  | Smt. Yashiksha           | Young Professional  |

### 2. List of participants from the Industry Associations

| Sn. | Association | Name of Participant | Designation |
|-----|-------------|---------------------|-------------|
| 1.  | FHRAI       | Sh. Abhishek Kumar  | ASG         |

### 3. List of Participants from States/UTs

| Sn. | State/UT          | Name                  | Designation                      |
|-----|-------------------|-----------------------|----------------------------------|
| 1.  | Andhra Pradesh    | Sh. CSN Murthy        | Chief Engineer APTDC             |
| 2.  | Arunachal Pradesh | Sh. Abu Tayang        | Director Tourism                 |
| 3.  | Assam             | Sh. Padmapani Bora    | Managing Director                |
| 4.  | Bihar             | Sh. Abhijeet Kumar    | General Manager                  |
| 5.  | Chandigarh (UT)   | Smt. Hargunjit Kaur   | Secretary                        |
| 6.  | Goa               | Sh. Nikhil Salgaonkar | State Consultant                 |
| 7.  | Gujarat           | Sh. Keyur Seth        | Chief Engineer                   |
| 8.  | Karnataka         | NA                    |                                  |
| 9.  | Kerela            | Sh. Rajeev Kariyil    | Planning Officer, Kerela Tourism |
| 10. | Ladakh            | Smt. Kunzes Angmo     | Director                         |
| 11. | Lakshadweep (UT)  | Sh. Giri Shanker      | Director                         |

|     |                 |   |                                       |
|-----|-----------------|---|---------------------------------------|
| 12. | Nagaland        | Sh. T.Y. Kikon                          | Joint Secretary                       |
| 13. | Meghalaya       | Sh. Philip F Tariang                    | Assistant Director                    |
| 14. | Mizoram         | Smt. Manisha Saxena                     | Secretary                             |
| 15. | Puducherry (UT) | Smt. P Priyatarshny                     | Additional Secretary<br>Tourism       |
| 16. | Punjab          | Sh. Prem Chand                          | Executive Engineer, Punjab<br>Tourism |
| 17. | Rajasthan       | Sh. Mohd. Saleem Khan                   | Additional Director                   |
| 18. | Tamil Nadu      | Sh. Sandeep Nanduri                     | Director                              |
| 19. | Tripura         | Sh. Tapan Kumar Das                     | Managing Director                     |
| 20. | Chhattisgarh    | Sh. Devyani Agrawal                     | Chhattisgarh Tourism                  |
| 21. | Uttarakhand     | Sh. Sachin Kurve<br>Sh. Satish Bahuguna | Secretary<br>Additional Director      |

#### 4. List of Participants from Ministry of Tourism

| Sn. | Name                    | Designation                |
|-----|-------------------------|----------------------------|
| 1.  | Sh. Prashant Ranjan     | Director (T)               |
| 2.  | Sh. Haridasan Pillai    | Director, Finance          |
| 3.  | Sh. Uttank Joshi        | Assistant Director General |
| 4.  | Sh. Ajit Pal Singh      | Assistant Director         |
| 5.  | Sh. Faisal Khan         | Member, NPMU               |
| 6.  | Sh. Aravind Viswanathan | Member, NPMU               |
| 7.  | Sh. Kunal Singh         | Member, NPMU               |
| 8.  | Smt. Deepika Nagpal     | Member, NPMU               |
| 9.  | Sh. Karishma Prasad     | Member, NPMU               |



Annexure B  
Destinations to be Shortlisted by 9<sup>th</sup> Mission Directorate  
Evaluation/ Appraisal  
of Perspective Plans submitted by States under Swadesh Darshan 2.0

Name of the State/ UT: Himachal Pradesh

A. Compliance with guidelines regarding institutional structure

| # | Item  | Yes/ No | Comments |
|---|---|---------|----------|
| 1 | Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?                            | Yes     | -        |
| 2 | Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines? | Yes     | -        |

B. Compliance with the template provided for SPP

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |          |
|---|---|---------|----------|
| #   | Name of the Field                                       | Yes/ No | Comments |
| 1   | State Tourism Profile                                   | Yes     | -        |
| 2   | Policy Environment                                      | Yes     | -        |
| 3   | Product Development and Partnership with Private Sector | Yes     | -        |
| 4   | Quality Certification Schemes                           | Yes     | -        |

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |   |
|---|---|---------|---|
| #   | Name of the Field                             | Yes/ No | Comments                                      |
| 5   | Tourism Statistics                            | Yes     | -   |
| 6   | Digitisation of Tourism Information           | Yes     | -   |
| 7   | State Performance in implementation of SD 1.0 | Yes     | 1.Integrated Development of Himalayan Circuit |

C. Performance of State/UTA in SD 1.0

| # | Item  | Yes/ No | Comments      |
|---|---|---------|---------------|
| 1 | Were any project(s) sanctioned in Swadesh Darshan 1.0 | Yes     | 100% Complete |

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme.

Name of the Shortlisted Destination: Pong Dam

| # | Item   | Remarks  |
|---|--|--|
| 1 | Major tourism attractions, offerings, and themes | <p>Pong Dam is a popular tourist destination in the Kangra District of the state known for the largest man-made lake in the country used for irrigation and power. It is also home to rich biodiversity such as migratory birds and fishes.</p> <p>Currently the destination is frequented by lakhs of tourists for recreation, sightseeing, bird watching and water sports.</p> |

|   |   |   |
|---|---|---|
| 2 | Connectivity by Air, Rail and Road including local travel | It is well connected through National Highway 503   |
| 3 | Connectivity to any tourist circuit                       | It is part of the larger tourist circuit covering Kangra  |
| 4 | Current tourism eco system                                | <ul style="list-style-type: none"> <li>• Current ecosystem for tourism is reservoir based Eco and Adventure tourism.</li> <li>• Destination has 120 accommodation units with over 1400 rooms</li> </ul>                       |
| 5 | Future tourism potential                                  | <ul style="list-style-type: none"> <li>• Potential to position Pong Dam as a key Tourist destination having diverse tourism offerings such as farm tourism, water sports, ecotourism and luxury stays through PPP.</li> </ul> |

Name of the State/ UT: Jammu & Kashmir

A. Compliance with guidelines regarding institutional structure

| # | Item  | Yes/ No | Comments |
|---|---|---------|----------|
| 1 | Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?                            | Yes     | -        |
| 2 | Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines? | Yes     | -        |

B. Compliance with the template provided for SPP

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |          |
|---|---|---------|----------|
| #   | Name of the Field                                       | Yes/ No | Comments |
| 1   | State Tourism Profile                                   | Yes     | -        |
| 2   | Policy Environment                                      | Yes     | -        |
| 3   | Product Development and Partnership with Private Sector | Yes     | -        |
| 4   | Quality Certification Schemes                           | Yes     | -        |
| 5   | Tourism Statistics                                      | Yes     | -        |
| 6   | Digitisation of Tourism Information                     | Yes     | -        |
| 7   | State Performance in implementation of SD 1.0           | Yes     | -        |

C. Performance of State/UTA in SD 1.0

| # | Item  | Yes/ No | Comments   |
|---|---|---------|--|
| 1 | Were any project(s) sanctioned in Swadesh Darshan 1.0 | Yes     | 2 out of 6 circuits not completed<br><br>Mantalai (Himalyan) and Leh (Himalayan) |

D. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme.

Name of the Shortlisted Destination: Basholi

| # | Item  | Remarks  |
|---|---|--|
| 1 | Major tourism attractions, offerings, and themes        | Strategically located at a Tri Junction of the States of J&K, Punjab and Himachal on the banks of Ranjit Sagar Dam. Other attraction at the destination include Satwain, Plassi an Dhar Mahanpur.<br><br>The destination is now synonymous for Destination Wedding, Camping and water sports attracting lakhs of tourists to the region. |
| 2 | Connectivity by Air, Rail and Road including local trav | It is well connected by Air, Rail and Roadways- NH 244   |
| 3 | Connectivity to any tourist circuit                     | Due to Atal Setu, Basholi is frequented and well connected with tourist destinations of Punjab and Himachal Pradesh  |
| 4 | Current tourism eco system                              | <ul style="list-style-type: none"> <li>• Current ecosystem for tourism is centered around dam based recreation</li> <li>• Destination has 15 units with 145 rooms</li> </ul>   |

|   |                          |   |
|---|--------------------------|---|
| 5 | Future tourism potential | The UT intents to position Basholi as a gateway tourism hub from the neighbouring state especially encashing on road travellers due to the improved connectivity due to Atal Setu |
|---|--------------------------|---|

Name of the Shortlisted Destination: Wular Lake

| # | Item  | Remarks  |
|---|---|--|
| 1 | Major tourism attractions, offerings, and themes        | Wular Lake is spread across Bandipora and Baramulla districts of J&K and is a RAMSAR site. The destination offers various tourism offerings revolving on the themes of rural tourism and ecotourism. Key activities for the tourists include fishing at the lake, villages at Harmukh mountains, bird watching and water sports. |
| 2 | Connectivity by Air, Rail and Road including local trav | It is well connected by Air and roadways as it is in proximity to the capital  |
| 3 | Connectivity to any tourist circuit                     | Due to Atal Setu, Basholi is frequented and well connected with tourist destinations of Punjab and Himachal Pradesh  |
| 4 | Current tourism eco system                              | <ul style="list-style-type: none"> <li>• Current ecosystem for tourism is centered around lake based recreation</li> <li>• Destination has many homestays and resorts in the vicinity of the lake</li> </ul>   |
| 5 | Future tourism potential                                | The UT intents to position Wular Lake as alternate and better destination to the tourists who wish to experience the activities surrounding the lakes. This will help stimulate and divert the tourist flow from saturated locations.  |

Name of the State/ UT: Jharkhand

A. Compliance with guidelines regarding institutional structure

| # | Item  | Yes/ No | Comments |
|---|---|---------|----------|
| 1 | Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?                            | Yes     | -        |
| 2 | Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines? | Yes     | -        |

B. Compliance with the template provided for SPP

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |          |
|---|---|---------|----------|
| #   | Name of the Field                                       | Yes/ No | Comments |
| 1   | State Tourism Profile                                   | Yes     | -        |
| 2   | Policy Environment                                      | Yes     | -        |
| 3   | Product Development and Partnership with Private Sector | Yes     | -        |
| 4   | Quality Certification Schemes                           | Yes     | -        |
| 5   | Tourism Statistics                                      | Yes     | -        |
| 6   | Digitisation of Tourism Information                     | Yes     | -        |

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |          |
|---|---|---------|----------|
| #   | Name of the Field                             | Yes/ No | Comments |
| 7   | State Performance in implementation of SD 1.0 | Yes     | -        |

C. Performance of State/UTA in SD 1.0

| # | Item  | Yes/ No | Comments                          |
|---|---|---------|-----------------------------------|
| 1 | Were any project(s) sanctioned in Swadesh Darshan 1.0 | Yes     | Eco-circuit: Netrahut-Betla-Dalma |

E. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme.

Name of the Shortlisted Destination: Chandil

| # | Item  | Remarks   |
|---|---|---|
| 1 | Major tourism attractions, offerings, and themes        | Chandil Dam is popular reservoir based recreational destination near to Ranchi (100 Km) which attracts more than 15 lakh tourists<br><br>Other attractions include Dalma Wildlife sanctuary, Patkum museum having 2000 year old scripted rocks, Temples, Palna and Dobo Dams. |
| 2 | Connectivity by Air, Rail and Road including local trav | It is well connected by Air, Rail and Roadways- NH 18 and 43  |
| 3 | Connectivity to any tourist circuit                     | Jamshedpur-Dalma-Chandil-Kiriburu   |



|   |                            |  |
|---|----------------------------|--|
| 4 | Current tourism eco system | <ul style="list-style-type: none"> <li>• Current ecosystem for tourism is centered around dam based recreation</li> <li>• Destination has 12 units with 256 rooms</li> </ul>   |
| 5 | Future tourism potential   | <p>Aim is to enhance the tourism potential of Chandil with tourist centric development at the destination with the support of PPP. State has already identified 30 acres land parcel for future development at selected islands.</p> |

Name of the State/ UT: Manipur

A. Compliance with guidelines regarding institutional structure

| # | Item  | Yes/ No | Comments |
|---|---|---------|----------|
| 1 | Has State/ UTA constituted State Steering Committee (SSC) as per the clause 7.2 of the SD 2.0 Guidelines and the Perspective Plan has been approved by the SC?                            | No      | -        |
| 2 | Has State/ UTA designated a Senior Officer at the level of Director of the Tourism Department of the State/ UTA as State Mission Director as per the clause 7.3 of the SD 2.0 Guidelines? | No      | -        |

B. Compliance with the template provided for SPP

| Are all the fields of the SPP provided by the State/ UTA complete and in order? |   |         |          |
|---|---|---------|----------|
| #   | Name of the Field                                       | Yes/ No | Comments |
| 1   | State Tourism Profile                                   | Yes     | -        |
| 2   | Policy Environment                                      | Yes     | -        |
| 3   | Product Development and Partnership with Private Sector | Yes     | -        |
| 4   | Quality Certification Schemes                           | Yes     | -        |
| 5   | Tourism Statistics                                      | Yes     | -        |
| 6   | Digitisation of Tourism Information                     | Yes     | -        |
| 7   | State Performance in implementation of SD 1.0           | Yes     | -        |

C. Performance of State/UTA in SD 1.0

| # | Item  | Yes/ No | Comments                                 |
|---|---|---------|--|
| 1 | Were any project(s) sanctioned in Swadesh Darshan 1.0 | Yes     | Imphal (NE)<br><br>Govindaji (Spiritual) |

F. Shortlisting of Two Destinations for Each State/ UT

Shortlisting of two destinations based on the State Perspective Plans, guidelines of the Scheme, suggestions of the Ministry of Tourism and keeping in view the overall objective of developing sustainable and responsible tourism destinations under the Scheme.

Name of the Shortlisted Destination: Moriang

| # | Item  | Remarks   |
|---|---|---|
| 1 | Major tourism attractions, offerings, and themes        | Moriang is the most popular tourist destination located in Bishnupur District in the state having the famous Loktak lake and INA HQ. It is also the site for Sangai Ethnic Park.  |
| 2 | Connectivity by Air, Rail and Road including local trav | It is well connected by Air and Roadways- NH 150 via Tiddim Raod  |
| 3 | Connectivity to any tourist circuit                     | Moirang- Keibulamjoa National Park-Sendra and Karang Island   |
| 4 | Current tourism eco system                              | <ul style="list-style-type: none"> <li>• Currently Moirang is visited for its historical significance, charming Loktak lake and other cultural elements</li> <li>• Destination has 10 units with 24 rooms</li> </ul>          |
| 5 | Future tourism potential                                | The proposed Sangai Ethnic Park and Development of INA HQ will provide greater emphasis to cultural and heritage elements of the destination. The park will house traditional huts of 35 communities and tribes of the State. |

Name of the Shortlisted Destination: Imphal (Marjing)

| # | Item  | Remarks   |
|---|---|---|
| 1 | Major tourism attractions, offerings, and themes        | <p>Imphal is the capital of the State. Marjing is popularly known as birth place of Polo sport. It is located within 10 km from the Imphal city but at the hills. In view of the historical significance of the place where the Lord, Ibudhou Marjing is believed to have tamed the mythical horse, Samudon Ayangba and introduced Sagol Kangjei/Modern Polo.</p> <p>Cheirao Ching is another hill located in the destinations famous for Cherabo Festival and offers picturesque view of the city.</p> |
| 2 | Connectivity by Air, Rail and Road including local trav | It is well connected by Air and Roadways- NH 2 via Imphal Senapati Road   |
| 3 | Connectivity to any tourist circuit                     | Forms part of Imphal city tour.   |
| 4 | Current tourism eco system                              | <ul style="list-style-type: none"> <li>• Imphal with focus of Marjing as a destination is having matured tourism ecosystem.</li> <li>• Destination has 10 units with 24 rooms</li> </ul>  |
| 5 | Future tourism potential                                | <p>The intent is to develop Ibudhou Marjing Khubam, Heingang into a world class polo destination with ample tourism infrastructure to attract the foreign and domestic tourists.</p> <p>The project is aimed at promoting polo tourism by way of providing adequate infrastructures for organizing polo tournament, training of polo players in desirable standard and for promotion of polo tourism in the birth place of modern polo.</p>   |