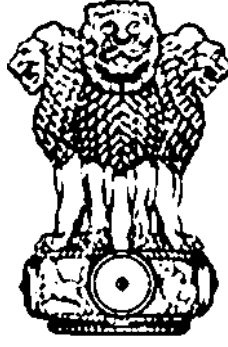


Agenda
for
the 14th Meeting of the Mission Directorate
(Swadesh Darshan Scheme 2.0)



Date: 03/10/2023

Time: 03:00 PM

Ministry of Tourism
Government of India

Agenda for the 14th 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 14.1 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 (Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand).	Members Invited
(v).	District Collectors/District Magistrate, Chairpersons of Destination Management Committee (DMC) of YSR Kadapa, North Goa, South Goa, Gwalior, Satna, The Nilgiris, Vikarabad, Shi Yomi, Kokrajhar, Kargil, Kozhikode, Kumarakom, Jodhpur, Puducherry, Karaikal.	Members Invited
(vi).	Representatives of Travel Trade and Hospitality Industry 1. IATO 2. HAI 3. FHRAI	Member
(vii).	Director (Swadesh Darshan)	Member Secretary

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

Agenda 14.2 Confirmation of the proceedings of the 13th MD Meeting

1. The proceedings of the 13th meeting of the MD were circulated vide OM no. SD-8/15/2020-SD dated 18/09/2023 to all the members. A copy of the same is attached as **Annexure-A**.
2. The proceedings may be confirmed.

Agenda 14.3 Progress on compliances with Swadesh Darshan 2.0 Pre-Requisites

1. Following States have still not complied with following SD 2.0 pre-requisites:

Sno	State	SIA	MOU	PDMC Agreement
1	Himachal Pradesh	Done	Done	Pending
2	Gujarat	Done	Pending	Done
3	Jharkhand	Done	Done	Pending
4	Manipur	Done	Pending	NA
6	Odisha	Pending	Pending	NA

2. During the 6th CSMC meeting held on 13.09.2023, the States had assured to complete the formalities within a week by 20.09.2023, however, the above pre-requisites are still pending.
3. States are requested to expedite pending compliances.

Agenda 14.4 Status of engagement of PDMCs and request for sanction of funds

1. Ministry of Tourism vide O.M. No SD-8/15/2020-SD dated 24.07.2023 has circulated template to all States/UTs for submitting request for sanction and release of funds for PDMC engagement.
2. Out of 22 States/UTs where PDMC agreements have been signed, fund release request from 19 States/UTs were approved by the Central Sanctioning & Monitoring Committee (CSMC) in the meeting held on 13.09.2023.
3. The details of fund release request received from remaining 3 States/UTs are as below:

Sn	State/UT	SIA	Letter No & Date	Amount (in ₹, excl. GST)	Remarks
1.	Chandigarh	STEPS	TD-2023/2113 dt. 21.09.2023	₹ 3,08,00,000	The request is found to be in order.
2.	Gujarat	TCGL	STO/PVS/1020 23 dt. 13.09.2023	₹ 5,39,00,000	The request is not as per template. Tripartite MoU not yet signed.
3.	Puducherry	DOT	No.9535/Tourism/U5/2022/5 20 dt. 14.09.2023	₹ 4,23,52,200	The request is found to be in order.

4. NPMU has examined the requests received from the States and Gujarat is requested to submit the proposal as per template.

Agenda 14.5 Meetings of the Consultancy Monitoring Committee

1. Ministry vide O.M. No SD-8/3/2022-SD dated 31.07.2023 has circulated the Standard Operating Procedure (SOP) for PDMC Contract Management to all States/UTs. As per SOP, a Consultancy Monitoring Committee (CMC) has to review various aspects of the working of the PDMC:
 - (i) Monthly progress reports for releasing the payment
 - (ii) Deliverables
 - (iii) Substitution of Personnel
 - (iv) Travel Reimbursement
 - (v) Other related aspects

2. Out of 22 States/UTs, 7 State / UT have not conducted meetings of the Consultancy Monitoring Committee which are as follows:
 - (i) Arunachal Pradesh
 - (ii) Gujarat
 - (iii) Karnataka
 - (iv) Ladakh UT
 - (v) Mizoram
 - (vi) Tripura
 - (vii) Uttarakhand

3. It is requested all the States/ UT to hold the meetings of CMC regularly and upload the proceedings on the online portal.

Agenda 14.6 Progress of PDMC Deliverables – Inception Report

1. The first deliverable of inception report has been submitted by all PDMCs; they were required to submit the revised inception report incorporating observations of MoT particularly the guidance note given regarding destination delineation.
2. Following States submission of revised inception report by incorporating compliance on MoT Observations:

Sn	State /UT	Destination	PDMC	Inception Report
				Status
1	Arunachal Pradesh	Nacho	Voyants JV Ideck	Revised Report Pending
2	Nagaland	Nuiland	WAPCOS	Revised Report Pending

3. States are requested to monitor, follow up and coordinate the pending deliverables from PDMCs.
4. Wherever compliance of the observations from Ministry has been received, the States /UT are requested to review the revised Inception report as per the SOP issued Vide No SD-8/3/2022-SD Part (1) dated 31st July 2023.

Agenda 14.7 Progress of PDMC Deliverables – Master Plan Iteration-01

1. The Master Plan, Strategy and Action Plan (Iteration-01) for the following destinations has not been submitted:

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
1	Uttar Pradesh	Prayagraj	Deloitte JV IBI	Not Submitted
2	Uttar Pradesh	Naimisharanya	Deloitte JV IBI	Not Submitted
3	Arunachal Pradesh	Nacho	Voyants JV IDecK	Due by 3 rd Oct
4	Nagaland	Niuland	Wapcos	Not Submitted
5	Nagaland	Chumoukedima	Wapcos	Not Submitted

2. NPMU and Ministry of Tourism has given the observations on Master Plans submitted by PDMCs and revised template. PDMCs have been asked to submit the revised Master Plan, Strategy and Action Plan (Iteration 1) after compliance with the observations and revised template by 27.09.2023 however, the revised Master Plan Iteration-01 have not been submitted yet.
3. States/UTs are further requested to review the deliverables from PDMCs taking into account the observations shared and guidance notes on Master Plan Strategy & Action Plan as per revised template.

Agenda 14.8 Progress of PDMC deliverables - DPR Package 1 (20 Experiences)

1. CSMC in its 3rd meeting has approved the following 20 experiences for preparation of DPR Package 1 after incorporating the observations made by CSMC and Mission Directorate:

Sno.	Destination	Shortlisted Experiences
(i).	Mysuru, Karnataka	1. Ecological Experience Zone at Mysuru
		2. Tonga ride Heritage experience zone at Mysuru
(ii).	Hampi, Karnataka	3. Setting up of 'Traveller nooks' at Hampi
(iii).	Pithoragarh, Uttarakhand	4. Rural Tourism Cluster Experience at Gunji
(iv).	Champavat, Uttarakhand	5. Tea Garden Experience at Champavat
(v).	Bhongir, Telangana	6. Bhongir Fort experiential Zone
(vi).	Amritsar, Punjab	7. Border Tourism Experience at Attari
(vii).	Sohra, Meghalaya	8. Meghalayan age Cave Experience at Sohra
		9. Sohra Waterfall Trails experience
(viii).	Leh, Ladakh UT	10. Juley Leh Biodiversity Park
		11. Winter Sports Arena at Leh lake
(ix).	Shillong, Meghalaya	12. Police Bazaar-Wards Lake Culture Zone at Shillong
		13. Polo Precinct Area at Shillong
(x).	Gangtok, Sikkim	14. Gangtok MG road experience
		15. Gangtok Cultural Village

Sno.	Destination	Shortlisted Experiences
(xi).	Mamallapuram, Tamil Nadu	16. Immersive experience at Shore Temple
(xii).	Agartala, Tripura	17. Tea Tourism experience at Kamalasagar, Agartala 18. Tripura Heritage Village experience at Agartala
(xiii).	Jorhat, Assam	19. Reimagining Cinnamara Tea Estate at Jorhat
(xiv).	Kapurthala, Punjab	20. Eco Tourism experience at Kanjili wetland, Kapurthala

2. CSMC had further decided that detailed layout, walk through and media brief for the above experiences be submitted by PDMCs by 22.09.2023 however, the same has not been received yet.
3. It was further directed by the committee that the respective States/UTs to ensure the submission of DPR Package-01 for the above approved experiences by 10.10.2023.
4. States/ UTs are requested to expedite action for submission of DPRs for package 1.

Agenda 14.9 Review of PDMC deliverables - DPR Package 1 for 17 Experiences

- Based on the review of Master Plans (Iteration-01) Strategy and Action Plan presented by various PDMCs for remaining destinations, the following experiences have been shortlisted for end-to-end tourist experience improvement plan as per guidance note issued:

S No.	Destination (State/UT)	Shortlisted Experiences
1.	Gandikota, Andhra Pradesh	1. Gandikota Gorge Experience
		2. Gandikota Fort Experience
2.	Porvorim, Goa	3. Porvorim Creek Experience
3.	Colva, Goa	4. Colva Beach Experience
4.	Gwalior, Madhya Pradesh	5. Phoolbagh Experience zone
5.	Chitrakoot, Madhya Pradesh	6. Spritual experience through ghats of Chitrakoot
6.	The Nilgiris, Tamil Nadu	7. Nature Trail Experience along Pykara river, Ooty
7.	Ananthagiri, Telangana	8. Eco tourism zone at Ananathgiri forest
8.	Mechuka, Arunachal Pradesh	9. Mechuka Cultural Haat
		10. Mechuka Adventure Park
9.	Kokrajhar, Assam	11. Kokrajhar Wetland Experience
10.	Kargil, Ladakh UT	12. Exploring LOC and Hundarman village experience
11.	Kumarakom, Kerala	13. Kumarakom Bird Sanctuary
12.	Kozhikode (Beypore), Kerala	14. Chaliyam Fort Experience
13.	Jodhpur, Rajasthan	15. Marwar's Heritage Experience Zone
14.	Puducherry, Puducherry UT	16. Paradise beach experience at Puducherry
15.	Karaikal, Puducherry UT	17. Karaikal beach and waterfront experience

- The above shortlisted experiences are to be reviewed by Mission Directorate, which will then be taken for concept approval in the 7th

meeting of CSMC so that DPR Package 1 of selected experiences may be expedited.
