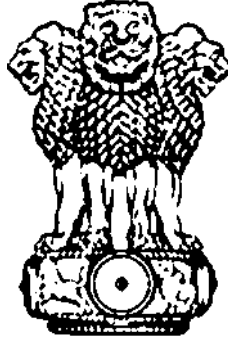


**Agenda**  
*for*  
**the Eighth Meeting of the Mission Directorate**  
**(Swadesh Darshan Scheme 2.0)**



सत्यमेव जयते

**Date: 30/12/2022**

**Time: 11:00 AM**

**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 30/12/2022 at 11:00 AM**

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## Agenda 8.1 Leave of Absence

1. Following is the list of all the members of

(i).	Additional Secretary, Ministry of Tourism, In charge of Swadesh Darshan Scheme	Chairperson
(ii).	Deputy Secretary, Finance	Member
(iii).	Representatives of the Ministries of 1. Culture 2. Housing and Urban Affairs 3. Environment, Forest & Climate Change 4. Civil Aviation 5. Road Transport and Highways 6. Railways 7. Skill Development	Member
(iv).	Secretary, Tourism of the States/ UTs of Uttarakhand and Chhattisgarh  Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh (UT),Goa, Gujarat, Karnataka, Kerala, Ladakh (UT), Lakshadweep (UT), Nagaland, Meghalaya Mizoram, Puducherry (UT),Punjab, Rajasthan ,Tamil Nadu, Tripura	Members Invited
(v).	Representatives of Travel Trade and Hospitality Industry 1. IATO 2. HAI 3. FHRAI	Member
(vi).	Director/ Deputy Director General M/O Tourism In charge of the concerned Division	Member Secretary

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

**Agenda 8.2 Confirmation of the proceedings of the seventh meeting**

1. The proceedings of the sixth meeting of the MD were circulated vide OM no. SD-8/15/2020-SD dated 15/12/2022 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 8.3 Swadesh Darshan 2.0 – Destination Centric Approach**

1. Swadesh Darshan 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination centric and tourist centric scheme.
  
2. A presentation covering various aspects of destination centric development will be presented in the meeting:
  - (i) Defining Destination
  - (ii) Destination Management Committee (DMC) under District Collector
  - (iii) Data Driven Destination Management: Destination Profiling, Baseline KPI and quarterly measurement, Destination Dashboard:
  - (iv) Destination Master Plan
  - (v) Destination Marketing
  - (vi) Destination Digitalization
  - (vii) Destination Based Skilling
  - (viii) Adopt the Destination
  
3. Members may provide suggestions for further strengthening the destination development and convergence.

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

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

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

### **2. Observations on State Perspective Plans**

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

#### **(i). Uttarakhand**

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

#### **(ii). Chhattisgarh**

State has constituted State Steering Committee and designated 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). Uttarakhand (2)**

Pithoragarh and Champawat

#### **(ii). Chhattisgarh (2)**

Bilaspur and Jagdalpur

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.

## Agenda 8.5 Selection of PDMC under Swadesh Darshan 2.0 Scheme

1. 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 has further been decided to invite proposals from the empanelled agencies for each State and UT. The Ministry of Tourism has prepared the Request for Proposal (RFP) for the same. A copy for the RFP is attached as **Annexure C**. The Ministry of Tourism has decided to include the following States and UTs in the first phase for inviting proposals from the empanelled agencies to the RFP.
  - (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)



The NPMU will present an overview of the RFP in the meeting for discussion and feedback.

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