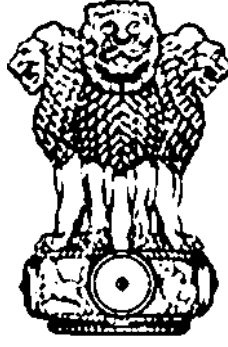


Agenda
for
the 17th Meeting of the Mission Directorate
(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 06/12/2023

Time: 12:00 PM

Ministry of Tourism
Government of India

Agenda for the 17th 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 17.1 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 Andhra Pradesh, Meghalaya and Nagaland	Members Invited
(v).	District Collectors/District Magistrate, Chairpersons of Destination Management Committee (DMC) of g districts.	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 17.2 Confirmation of the proceedings of the 15th MD Meeting

1. The proceedings of the 15th meeting of the MD were circulated vide OM no. SD-8/15/2020-SD-Part (2) dated 03/11/2023 to all the members. A copy of the same is attached as **Annexure-A**.
2. The proceedings may be confirmed.

Agenda 17.3 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 41 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. The compliance status of the revised reports is attached as **Annexure-B**. The Master Plans Iteration 1, found broadly in order and placed for review under the Mission Directorate.
8. The committee will review the revised Master Plan Iteration-01 for the following destinations which have been found to be in order:

S no.	State	Destination	Date of submission of Revised Master Plan Iteration-1
1	Meghalaya	Shillong	04.10.2023
2	Meghalaya	Sohra	04.10.2023
3	Andhra Pradesh	Gandikota	06.11.2023
4	Andhra Pradesh	Arakku-Lambasingi	06.11.2023

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

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 have been shortlisted for end-to-end tourist experience improvement plan as per guidance note issued:

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

Annexure-B

Review of Master Plan, Strategy and Action Plan Iteration-01 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			
2.1	Aspects to be covered: (i) <i>Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	(ii) <i>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. (Refer Section 2, Note of the Model Template)	Complied
3	Overview of the Destination			
3.1	Introduction of Destination	Yes	-	-

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 (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note ¹)	Remarks /Observations (on Compliance)
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 satellite imagery/ Google Earth to be also provided as part of Section on Topography. 	Complied
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> <i>(i) Air Connectivity</i> <i>(ii) Rail Connectivity</i> <i>(iii) Road Connectivity</i> <i>(iv) Waterway Connectivity (if any)</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 railway station easily available at the respective terminals to be highlighted. 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 	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>(lanes), condition as well as availability and condition of wayside amenities to be provided.</p> <ul style="list-style-type: none"> • More Photograph(s) of condition and facilities at the terminals may be added. • 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 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>(i) Primary 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), 	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>(ii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i>		communication, health, safety and hygiene conditions to be provided. <ul style="list-style-type: none"> • Gaps and issues may be supported with photograph(s). 	
4.4.	Basic Tourism Infrastructure <i>Aspects to be covered:</i> <i>(i) General Framework Condition</i> <i>(ii) Planned Initiatives</i>	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 elaborated with supporting photographs. • 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. 	Complied
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"> • 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 provided in subsequent iteration. 	Complied
4.6	ICT readiness <i>Aspects to be covered:</i> <i>(i) As-Is Assessment</i>	No	In Section 4.6.2, regarding the app following to be addressed in subsequent iteration:	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)
	(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 the application? If yes, then, has it been taken up in master plan? 	
4.7	Employment and Skilling	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.
4.8	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 (Summary of key Issues, gaps, opportunities & potentials)	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 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>	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 	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)
	(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 Interventions</i> (vii) <i>Any other area</i> <i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i>		improve end to end tourist experience. <ul style="list-style-type: none"> • 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. • 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 identified PPP projects (if any)	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) <i>Final Delineated Study Area (to be provided in 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 ¹)	Remarks /Observations (on Compliance)
	<i>approval of Inception Report</i> <i>(ii) 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/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: <i>(iii) Whether listed plans have been prepared for the destination</i>	Yes	-	-
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	-	-

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 (w.r.t. the requirements of the ToR, Model Template & Guidance Note ²)	Remarks /Observations (on Compliance with Observations)
3.4	Demographic Profile	Yes	-	-
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 (if any)	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. The section to be updated per Point 4 of the Guidance Note. 	Complied
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	Tourist Attractions at the Destination <i>Aspects to be covered:</i> (iii) Primary Attractions (As-	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>Is 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	<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"> • Assessment of whether existing accommodation facilities are sufficient especially during peak season to be provided. • Further analysis to be provided in subsequent iteration. 	Complied
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 	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>experience to the tourists?</p> <p>– Is there a need to revamp the application? If yes, then, has it been taken up in master plan?</p>	
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
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 	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>points provided to be for Sohra only.</p> <ul style="list-style-type: none"> 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, opportunities & potentials)	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 <i>Interventions Areas:</i> (viii) Spatial Planning and interventions (ix) Digital Interventions (x) Employment, Skilling and	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, at least one area/primary 	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 ²)	Remarks /Observations (on Compliance with Observations)
	<i>community engagement</i> (xi) <i>Branding, Marketing and Promotion</i> (xii) <i>Institutional Structure</i> (xiii) <i>Policy & Regulatory Interventions</i> (xiv) <i>Any other area</i> <i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i>		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. <ul style="list-style-type: none"> • Based on the assessment carried out in Chapter 4, proposals for waste management (particularly plastics), visitor management system may also be included in the intervention for identified tourism experience zone. • 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 	

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)
			gaps identified in basic tourist infrastructure in 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> <i>(iv) 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
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	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in

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>(for identified KPIs for the proposed projects)</i>			subsequent iterations.
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): 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 Self of Projects in Sections 4.3 to 4.6.	Yes	The proposal for Rehabilitation and Up-gradation of NH-516E mentioned on pg 9 of the report to provided under 'Planned Initiatives' in Section 4.1.	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 3.2.1	Complied
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-

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)
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 structure and may be further refined according to Point 2 of the Guidance Note.	Complied
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i> (ix) Air Connectivity (x) Rail Connectivity (xi) Road Connectivity (xii) Waterway Connectivity (if any)	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 Point 4 of the Guidance Note. Road Connectivity- Photograph(s) to be provided. Availability and assessment of bus/taxi terminals. 	Complied
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 	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)
			subsequent iteration. <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	Tourist Attractions at the Destination <i>Aspects to be covered:</i> (v) <i>Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i> (vi) <i>Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i>	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. Gaps and issues may be supported with photograph(s). 	Complied
4.4.	Basic Tourism Infrastructure <i>Aspects to be covered:</i> (v) <i>General Framework Condition</i> (vi) <i>Planned Initiatives</i>	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	Accommodation Facilities <i>Aspects to be covered:</i> (vii) <i>As-Is Assessment</i>	No	Further details and assessment as per section 4.5 of the Model template including planned projects (if any)	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) Planned Initiatives (ix) Gaps / Issues		to be provided in subsequent iteration.	
4.6	ICT readiness <i>Aspects to be covered:</i> (vii) As-Is Assessment (viii) Planned Initiatives (ix) Gaps / Issues	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.
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.	Complied. Further details and assessment as per template to be provided in subsequent 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.
4.11	Destination Institutional Structure	No	The assessment of the DMC's role,	Complied. To be further refined in

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)
			responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	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 (Summary of key Issues, gaps, opportunities & potentials)	No	The section to be further refined 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 (w.r.t the requirements of the ToR, Model Template & Guidance Note ³)	Remarks /Observations (on Compliance)
6.1	<p>Proposed Interventions</p> <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>	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"> Proposal for Convergence such as Highway improvement between Arakku and Lambasingi to be indicated. 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.
6.2	Pre-Feasibility Assessment of identified PPP projects (if any)	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 (v) <i>Final Delineated Study Area (to be</i>	No	GIS database of the final delineated study area boundary 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 ³)	Remarks /Observations (on Compliance)
	<i>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>		provided after approval of Inception Report.	
6.5	Summary of the Proposed Projects (to be provided in each Iteration)	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 (for identified KPIs for the proposed projects)	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 (to be provided for projects identified for DPR Packages)	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	-	-

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 (Yes/No)	Remarks /Observations (whether Iteration is consistent with the 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: (vii) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(viii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.	Yes	-	-
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	Complied.

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)
			chapter as per Model template structure and may be further refined according to Point 2 of the Guidance Note.	Adventure activities can be considered part of the Gandikota Gorge attraction
4	Destination Assessment			
4.1	Destination Connectivity <i>Aspects to be covered:</i> (xiii) Air Connectivity (xiv) Rail Connectivity (xv) Road Connectivity (xvi) Waterway Connectivity (if any)	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 heads such as Vijayawada Junction. Further, assessment of Kadapa station and Tirupati station as nearest major stations to be assessed as well. Assessment of facilities for passengers at Jammalamadugu station and options of last mile connectivity to Gandikota to be provided. 	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)
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. A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations. 	Complied. To be further updated based on analysis of tourist surveys conducted.
4.3	Tourist Attractions at the Destination <i>Aspects to be covered:</i> (vii) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues) (viii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)	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. Gaps and issues may be supported with photograph(s). 	Complied
4.4.	Basic Tourism Infrastructure	No	Section 4.4 of the Model temple is missing and assessment as per	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>Aspects to be covered:</i> (vii) General Framework Condition (viii) Planned Initiatives		available information to be provided. The section may be further updated in subsequent iteration.	
4.5	Accommodation Facilities <i>Aspects to be covered:</i> (x) As-Is Assessment (xi) Planned Initiatives (xii) Gaps / Issues	No	Further details and assessment as per section 4.5 of the Model template including planned projects to be provided in subsequent iteration.	Complied. To be further updated based on primary data collection in the next iteration.
4.6	ICT readiness <i>Aspects to be covered:</i> (x) As-Is Assessment (xi) Planned Initiatives (xii) Gaps / Issues	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	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.
4.8	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	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 (whether Iteration is consistent with the requirements of the ToR, Model Template & Guidance Note ⁴)	Remarks /Observations (on Compliance)
			template to be provided in subsequent 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.
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 as well as proposed interventions. 	Complied
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	The section is missing and to be provided as per Point 3 of the Guidance Note.	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)
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	<p>Proposed Interventions</p> <p><i>Interventions Areas:</i> (xxii) <i>Spatial Planning and interventions</i> (xxiii) <i>Digital Interventions</i> (xxiv) <i>Employment, Skilling and community engagement</i> (xxv) <i>Branding, Marketing and Promotion</i> (xxvi) <i>Institutional Structure</i> (xxvii) <i>Policy & Regulatory Interventions</i> (xxviii) <i>Any other area</i> <i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</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
6.2	Pre-Feasibility Assessment of identified PPP projects (if any)	No	To be provided in Iteration-1 if any project is identified to be	Projects Identified. Pre-Feasibility to be provided in

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)
			undertaken via PPP mode.	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 (vii) <i>Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> (viii) <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.	Complied
6.5	Summary of the Proposed Projects (to be provided in each Iteration)	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 (for identified KPIs for the proposed projects)	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	No	The O&M framework for the identified intervention area	Complied

Ch/ Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	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>(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.	The section to be further detailed out in subsequent iteration.
8	General Observations			
8.1	List of References & Annexures	Yes	-	-