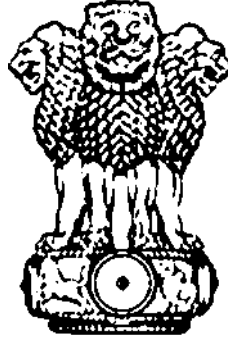


Agenda
for
the Fourth Meeting of the Mission Directorate
(Swadesh Darshan Scheme 2.0)



सत्यमेव जयते

Date: 22/08/2022

Time: 4 PM

Ministry of Tourism
Government of India

Agenda for the fourth meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) to be held on 22/08/2022 at 4 PM.

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Agenda 4.1 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 Kerala, Meghalaya, Punjab, Tamil Nadu, Tripura, Madhya Pradesh, Haryana, Puducherry, Chandigarh, Lakshadweep	Member
(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 4.2 Confirmation of proceedings of the third meeting held on 21/7/22

The 3rd meeting of the Mission Directorate was held on 21/7/2022 and the proceedings of the meeting were issued vide number SD-8/15/2020 dated 28/7/2022. The same are attached. The proceedings may be confirmed.

Agenda 4.3 Progress on Empanelment of PDMCs and Model RFP

1. Empanelment of PDMCs

The Ministry is in the process of empanelling Project Design and Management Consultants (PDMCs). The Ministry had prepared Request for Qualification Document and invited proposals from the interested consulting agencies. The last for receiving the proposal was 17th August 2022. The Ministry has received 25 proposals on the portal and the same are being scrutinized. It is expected that the exercise for empanelment of agencies for PDMCs will be completed by 1st week of September.

2. Preparation of Model RFP

The Ministry is also in the process of finalizing model RFP, which will be used for selection of PDMCs from the empanelled list. The templates for various deliverables of PDMC are also being finalized. National Program Management Unit (NPMU) will present an overview of the model RFP and templates in the meeting for discussion and feedback.

Agenda 4.4 Draft MOU for Swadesh Darshan 2.0

1. A draft MOU between Ministry of Tourism and the State/ UT implementing Swadesh Darshan 2.0 Mission has also been prepared by the Ministry of Tourism.
2. The Ministry will sign the MOU with the States/ UTs once the destinations to be developed under Swadesh Darshan 2.0 for the respective States are finalized.
3. It is proposed to sign the MOUs for the first Phase of 10 States/ UTs, which have submitted State Perspective Plans and destinations are being finalized.
4. A presentation on Draft MOU will be made by NPMU in the meeting for discussion and feedback.

Agenda 4.5 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/SwadeshDarshan has also been setup for submitting the plan. All States have to 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). Puducherry

State Perspective Plan has been submitted on 1st July 2022. Following observations are noted:

- (a) Steering Committee has not yet been not constituted
- (b) UT Mission Director has not yet been notified
- (c) In Section 4.1 of the SPP, the New Tourism products not defined correctly
- (d) In Section 7.2 of the SPP, Online booking of the accommodation has been opted as not available
- (e) In section 4.3 of the SPP Annexure 1, the attractions at Puducherry are not listed holistically.

(ii). Madhya Pradesh

State Perspective Plan has been submitted on 28 July 2022. Following observations are noted:

- (a) State Steering Committee has not yet been not constituted
- (b) State Mission Director has not yet been notified
- (c) It was also noted that Ministry of Tourism in consultation with the State had taken up the preparation of the masterplan for Khajuraho as an iconic destination. Since the master plan is already final to a large extent, it will expedite destination development and in view of the same Khajuraho should also be considered under SD 2.0.

(iii). Meghalaya

State Perspective Plan has been submitted on 22 July 2022. Following observations are noted:

- (a) State Steering Committee has not yet been not constituted
- (b) State Mission Director has not yet been notified
- (c) In Section 8 of the SPP, the State performance of SD 1.0 projects are incorrect

(iv). Punjab

State Perspective Plan has been submitted on 7 July 2022. State has also constituted State Steering Committee and designated State Mission Director.

(v). Tamil Nadu

State Perspective Plan has been submitted on 11 July 2022. Following observations are made:

- (a) State Steering Committee has not yet been not constituted
- (b) State Mission Director has not yet been notified
- (c) Ministry of Tourism in consultation with the State had taken up the masterplan of Mamallapuram for development as an iconic destination. Since the master plan is already final to a large extent, it will expedite destination development and in view of the same, Mamallapuram should also be considered for development under SD 2.0

(vi). Tripura

State Perspective Plan has been submitted on 7 July 2022. Following observations are made:

- (a) State Steering Committee has been constituted
- (b) State Mission Director has been notified
- (c) In section 4.1 of SPP, the New Tourism products have not been defined correctly.
- (d) In Section 8 of SPP, the State performance in SD 1.0 needs to be corrected.

(vii). Kerala

State Perspective Plan has been submitted on 7 July 2022. Following observations are noted:

- (a) State Steering Committee has not yet been not constituted
- (b) State Mission Director has not yet been notified
- (c) As per Section 8 of SPP, the State performance in SD 1.0 needs to be corrected.

- (d) Ministry of Tourism in consultation with the State had taken up preparation of the masterplan for Kumarakom as an iconic destination. Since the master plan is already final to a large extent, it will expedite destination development and in view of the same, Kumarakom should also to be considered for development under SD 2.0.

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). Puducherry (2)

Puducherry and Karaikal

(ii). Madhya Pradesh (2)

Gwalior and Khajuraho

(iii). Meghalaya (2)

Shillong and Sohra

(iv). Punjab (2)

Amritsar and Patiala

(v). Tamil Nadu (2)

Nilgiris and Mamallapuram

(vi). Tripura (2)

Agartala and Unakoti

(vii). Kerala (2)

Beypore and Kumarakom

(viii). Chandigarh (1)

Single destination UT to expedite submission of SPP.

(ix). Lakshadweep (1)

Single Destination UT to expedite submission of SPP.

4. NPMU will make a presentation regarding appraisal of the State Perspective Plans and shorting of destinations for further consideration.

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.
