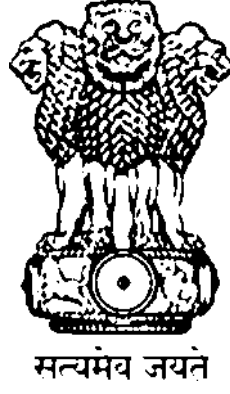


Agenda
for
the Sixth Meeting of the Mission Directorate
(Swadesh Darshan Scheme 2.0)



Date: 03/11/2022
Time: 16:30 Hrs

Ministry of Tourism
Government of India

Agenda for the Sixth meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) to be held on 03/11/2022 at 16:30 Hrs

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Agenda 6.1 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).	Representatives of Travel Trade and Hospitality Industry 1. IATO 2. HAI 3. FHRAI	Member
(v).	Director/ Deputy Director General M/O Tourism In charge of the concerned Division	Member Secretary

2. The following members are invited as special invitee keeping in view discussion on State Perspective Plans and shortlisted destinations for these States:

- (i) Principal Secretary Tourism, Govt. of Karnataka
- (ii) Principal Secretary Tourism, Administration of UT of Ladakh
- (iii) Principal Secretary Tourism, Govt. of Nagaland
- (iv) Principal Secretary Tourism, Govt. of Odisha
- (v) Principal Secretary Tourism, Govt. of Telangana
- (vi) Principal Secretary Tourism, Govt. of Sikkim

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

Agenda 6.2 Confirmation of the proceedings of the fifth meeting

1. The proceedings of the fifth meeting of the MD were circulated vide OM no. SD-8/15/2020-SD dated 09/9/2022 to all the members. A copy of the same is attached as Annexure A.
2. Members are requested to confirm the proceedings.

Agenda 6.3 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 6.4 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 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). Karnataka

State Perspective Plan has been submitted on 18th Oct 2022. State has constituted State Steering Committee and designated State Mission Director.

(ii). Ladakh

State Perspective Plan has been submitted on 3rd Oct 2022. UT has constituted State Steering Committee and designated State Mission Director.

(iii). Nagaland

State Perspective Plan has been re-submitted on 21st Oct 2022. State has constituted State Steering Committee and designated State Mission Director.

(iv). Odisha

State Perspective Plan has been submitted on 29th Sep 2022. State has not constituted State Steering Committee and designated State Mission Director.

(v). Sikkim

State Perspective Plan has been submitted on 6th Sep 2022. State has also constituted State Steering Committee and designated State Mission Director.

(vi). Telangana

State Perspective Plan has been submitted on 14th Sep 2022.
Following observations are noted:

- (a) State Steering Committee has not yet been not constituted
- (b) State Mission Director has not yet been notified

3. Shortlisting of Destinations

Based on the scrutiny and appraisal of the State Perspective Plans in regard to alignment with the scheme guidelines and suggestions of the Ministry of Tourism, two (2) destinations have been shortlisted. NPMU will make presentation about the shortlisted destinations for further consideration.

- (i). Karnataka (2)
Hampi & Mysuru
- (ii). Ladakh (2)
Leh & Kargil
- (iii). Nagaland (2)
Nuiland and Chumukeidma
- (iv). Odisha (2)
Koraput & Debrigarh
- (v). Sikkim (2)
Gangtok and Gyalshing
- (vi). Telangana (2)
Bhongir and Nagarjuna Sagar

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.

Annexe A: Copy of Proceedings of 5th MD

File no. SD-8/15/2020-SD (part I)


Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan
Parliament Street
New Delhi

Subject:- Proceedings of the 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 09/09/2022 at 10 30 AM

The 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 was held under the Chairmanship of Additional Secretary (Tourism) on 09/09/2022 at 10 30 AM.

2. In this connection, I am directed to attach proceedings of the said meeting for kind perusal.


(Uttank Joshi)
Asstt. DG

Encl.:- as above

To

1. The Secretary, Ministry of Culture/Housing & Urban Affairs/Environment & Forest/Civil Aviation/ Road Transport & Highways/Skill Development & Entrepreneurship/Railways
2. ACS/Principal Secretaries/ Secretaries, Dept. of Tourism,
State Governments of **Andhra Pradesh, Bihar, Haryana, Maharashtra, Mizoram & Uttar Pradesh**
3. The Deputy Secretary/ Under Secretary (F) Ministry of Tourism, N. Delhi.
4. The President, HAI/FHRAI/IATO.
5. The Director (SD), M/o Tourism, N. Delhi.
6. The Regional Director, India tourism, Delhi, Mumbai, Chennai, Kolkata, Guwahati.

Copy to:

- (i) PS to Addl. Secretary (Tourism), Ministry of Tourism, New Delhi
- (ii) M/s EY, NPMU (SD 2.0)

Government of India
Ministry of Tourism

Proceedings of the 5th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 09/09/2022 at 10 30 AM

Agenda 5.1 Leave of Absence

The 5th meeting of the Mission Directorate was held on 09/09/2022 at 10 30 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode. The list of attendees is given in Annexure-1. Leave of absence was granted to the members, who could not attend the meeting.

Overview of Swadesh Darshan Scheme 2.0

1. It was emphasised that the 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 centric and tourist centric scheme.
2. A presentation on the salient features of Swadesh Darshan 2.0 scheme covering the key reforms was made in the meeting:

(i) Broad basing of Central Sanctioning and Monitoring Committee

Since tourism is a cross cutting sector, collaboration with allied sectors is crucial to achieve optimum development. Accordingly, the Central Sanctioning and Monitoring Committee has been broad-based by including Ministries of Culture, Civil Aviation, Road Transport and Highways, Railways, Housing and Urban Affairs, External Affairs to bring in synergy in the efforts to develop the tourist destinations.

(ii) State level Institutional Structure for the Scheme

A three-tier institutional structure has been formulated at the State level to further streamline the efforts in speedy implementation and monitoring of the projects. Both Central and State level committees will play a crucial role in coordination and oversight of the

destinations sanctioned, ensure speedier resolution of issues, and facilitate steps to make holistic development of destinations.

(iii) Strategic Destination Selection

Under Swadesh Darshan 2.0, development of 2-3 destinations per state will be taken up to ensure holistic planning, better implementation, and more visible impact. Strategic selection of destinations will be crucial based on the key attributes of tourism theme and offerings of destination, connectivity, current tourism ecosystem and future potential. The scheme is a destination centric and tourist centric scheme.

(iv) Detailed benchmarking and gap analysis of destination

While implementation of the project, benchmarking and detailed gap assessment of the destination will be undertaken based on carrying capacity, connectivity, tourism infrastructure, tourism activities, skill development, safety for the visitors and marketing and promotion of the destination. This will ensure sustainable development of destination, engaging visitors for longer duration and placement of the destination as model tourism destination.

(v) Focus on both Hard and Soft Interventions

Destination development will undertake both hard and soft interventions at the selected destination. Hard interventions like tourism core products, tourism activities and services, health, safety & sanitation, site infrastructure and circulation and traffic will be undertaken. Soft interventions will include tourism facilitation services, capacity building, content digitalization and Marketing & Promotion of the destination.

(vi) Strengthening of Project Implementation and Monitoring

Strong focus will be given on Strengthening of Project Implementation and Monitoring for destination clearance, timely reporting on progress and completion. Each State will have destination management committee under district magistrate, will take preconstruction clearances and will have design and planning consultant. Beside this all the projects will be online monitored (e.g., SPP were accepted online), handholding & capacity building workshops will be done at destination and based on the

performance of the destination incentives will be awarded to the states.

(vii) Sustainable Operations and Maintenance

Under Swadesh Darshan 2.0 operations and maintenance will be an essential part of planning and development. There will be a firm strategy to take care of the assets created at the destination. Public private partnership will be encouraged in the operations and management of the assets.

(viii) Promotion & Marketing

Marketing and Promotion of the destination will be the prime focus of the Scheme. Activities like Brand creation, website / mobile App for the destination, marketing content, digital promotion will be undertaken under soft intervention at the destination.

(ix) Impact Assessment

Impact assessment of the destination will be measured with market research like footfall, overnight stays, tourist experience and the employment generated for the indigenous community.

3. All the Ministries were accordingly requested to provide their support and assistance for development of the selected destinations under the Scheme. All the States were requested to accordingly sensitize their teams with the key reforms and vision of Swadesh Darshan 2.0 scheme for development of sustainable and responsible destinations.

Tri-partite MoU by and amongst MOT, State & Destination

1. As a collaborative approach, a tri-partite memorandum of understanding will be signed by and amongst Ministry of Tourism, State & Destination for development of selected destinations as a sustainable and responsible tourist destination.
2. Destination Management Committees under District Collector will have crucial role in implementing this destination centric scheme. Collaboration with a wide cross section of tourism and hospitality stakeholders will be required for destination profiling & measuring KPIs, visitor management system, enhancing visitor's experience, website and social media promotions, skill development, adoption of the heritage sites and improving safety and cleanliness at the destination.

3. It was further informed that the draft of the MOU is under finalization and the Ministry will sign MOUs with the States and selected destinations during tourism iconic week under AKAM commencing on 27th September 2022.

Agenda 5.2 Review of State Perspective Plans and Shortlisting of Destinations

1. NPMU presented their appraisal of 6 SPPs in respect of the States, which were invited for the meeting. The key parameters of appraisal and evaluation are as follows:

A. Compliance with guidelines regarding institutional structure

#	Item
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?
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?

B. Compliance with the template provided for SPP

#	Name of the Field
1	State Tourism Profile
2	Policy Environment
3	Product Development and Partnership with Private Sector
4	Quality Certification Schemes
5	Tourism Statistics
6	Digitisation of Tourism Information
7	State Performance in implementation of SD 1.0

C. Performance of State/UTA in SD 1.0

#	Item
1	Were any project(s) sanctioned in Swadesh Darshan 1.0
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?

#	Item
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?

2. Detailed appraisal of the six SPPs as per above parameters in respect of the following States are enclosed as **Annexure-2**:

- (i) Haryana
- (ii) Andhra Pradesh
- (iii) Mizoram
- (iv) Maharashtra
- (v) Uttar Pradesh
- (vi) Bihar

3. 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

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

1. Haryana

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Kurukshetra and Panchkula were recommended for development under SD 2.0 as per the appraisal report.

The State mentioned that the phase 2 of Krishna circuit is being funded under the State plan in Kurukshetra and various projects such as Virat

Swaroop & Museums are being developed. The State requested to instead consider Faridabad in SD 2.0 to develop it as Adventure destination.

It was informed that SD 2.0 is not only about creating facilities but planning, developing and managing sustainable and responsible tourist destinations, which includes several aspects of coordination, synergy and development at the destination level, which may be considered for Kurukshetra. NPMU was accordingly asked to re-examine Kurukshetra vis-à-vis Faridabad.

2. Andhra Pradesh

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Gandikota and Arakku (Lambasingi) were recommended.

3. Mizoram

The SPP was found in order and there were no observations. Two shortlisted destinations of Aizawl and Champhai were recommended.

4. Maharashtra

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Sindhudurg (Nivti) and Ajanta-Ellora were recommended.

5. Uttar Pradesh

State informed that Steering Committee and Mission Directors have already been notified and assured that the observations on SPP will be complied with. Two shortlisted destinations of Prayagraj and Jhansi were recommended.

6. Bihar

State assured that the observations on SPP will be complied with. Two shortlisted destinations of Gaya and Nalanda were recommended.

Annexure 1: List of Participants

1. List of participants from Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Railway	Barjesh Dharmani	Dy. Director, Railway Board
2.	Housing and Urban Affairs	Ravi Prakash Meenu Bajaj	Director Under Secretary
3.	Civil Aviation	Mritunjaya Sharma	Dy. Secretary
4.	Road Transport and Highways	Lalatendu Behera A Maulik	SE(PL) EE (PL)

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	HAI	Charulata Sukhija	Deputy Secretary General
2.	FHRAI	Abhishek Kumar	Assistant Secretary General

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Haryana	MD Sinha IAS	Pr. Secretary, Tourism
2.	Andhra Pradesh	CSN Murthy	Chief Engineer, APTDC
3.	Mizoram	V Lalengmawia	Addl. Secretary, Tourism
4.	Maharashtra	Vinay Vardhane	Ex. Engineer, MTDC
5.	Uttar Pradesh	Vimlesh Kumar Audichya	Dy. Director, Tourism
6.	Bihar	Kanwal Tanuj	Addl. Secretary, Tourism

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Prashant Ranjan	Director
2.	R L Gupta	Under Secretary
3.	Uttank Joshi	Asstt. Director General
4.	Ajit Pal Singh	Assistant Director
5.	Pawas Prasoon	Assistant Director
6.	Faisal Khan	Member, NPMU
7.	Deepika Nagpal	Member, NPMU
8.	Aravind Viswanathan	Member, NPMU

Annexure B

Destinations to be Shortlisted by 6th Mission Directorate
Evaluation/ Appraisal
of Perspective Plans submitted by States of Karnataka, Ladakh, Nagaland, Odisha, Sikkim
and Telangana under Swadesh Darshan 2.0

Name of the State/ UT: Karnataka

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	No	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	NA	No project

C. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	No	NA

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 First Shortlisted Destination: Hampi

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	The Hampi Group of Monuments was inscribed as a World Heritage Site in 1986 Hampi offers multiple experiences like heritage, pilgrim, adventure, historical and ecological attractions for visitors of the site. Part of Northern Karnataka Circuit
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It is located over a 35 Km from Toranagallu airport • It is located over a 12 Kms from Hospete railway station

		<ul style="list-style-type: none"> It is connected by National Highway 67, State highway 131,49
3	Connectivity to any tourist circuit	Hampi is part of the Northern Karnataka Circuit along with other destinations Hampi, Badami, Aihole, Pattadakal and Vijayapura.
4	Current tourism eco system	<ul style="list-style-type: none"> Existing tourism theme of destination includes Heritage, Pilgrimage, Adventure, Historical tourism, and Ecotourism
5	Future tourism potential	<ul style="list-style-type: none"> Potential destination for Ecotourism and MICE tourism. MOT has identified Hampi under Iconic destination scheme Suggested MICE tourism during offseason April- September

Name of the Second Shortlisted Destination: Mysuru

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Mysuru is one of the most visited tourist destination in the state. Major Attractions include</p> <ul style="list-style-type: none"> Mysuru Palace Mysuru Zoo Brindavan Garden St. Philomina Church Chamundeshwari Temple at Chamundi hill Ranganath Swamy Temple Gumbaz Tippu Dariya Daulath Fort
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> 10 Kms away from Mysuru airport 180 Kms away from Bangalore airport 3 Kms away from Mysuru railway station 5 Kms away from National Highway

3	Connectivity to any tourist circuit	Yes, Part of south Karnataka circuit linking Bangalore, Coorg and Chikamagluru
4	Current tourism eco system	Mysuru is a well established city with adequate accommodation and transit facilities. It is also home to various institutions.
5	Future tourism potential	Potential destination for Culture and Heritage and MICE tourism. The State Govt. has identified 80 acre land parcel for development under PPP opposite to the Mysuru palace with proposed interventions like exhibition centre, convention centre, resorts and wellness centre

Name of the State/ UT: Ladakh

E. 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	-

F. 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	No	No Dedicated Tourism Policy Adopted Homestay Policy
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	No	-
5	Tourism Statistics	No	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	3 Projects

G. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Sanction to former J&K State 1. Gulmarg-Baramulla-Kupwara-Kargil-Leh 2. Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil-Leh 3. Anantnag-Kishtwar-Pahalgam-Zaskar -Padum-Daksum-Ranjit Sagar Dam

H. 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 First Shortlisted Destination: Leh Town

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Leh town is the starting point of Leh-Ladakh Tours It is well accessible by Air and Road. The town showcases the architectural heritage and socio-cultural history of Ladakh, demonstrating an indigenous aesthetic as well as links to Central Asia, Tibet and Kashmir.
2	Connectivity by Air, Rail and Road including local trav	<ul style="list-style-type: none"> • It is located over a 2 Km from Leh airport • It is connected by National Highway 1,3

3	Connectivity to any tourist circuit	Leh is part of all Leh -Ladakh Itineraries
4	Current tourism eco system	<ul style="list-style-type: none"> Existing tourism theme of destination includes War, Adventure, Pilgrimage, Ecotourism, Culture and Heritage, Geo Tourism.
5	Future tourism potential	<ul style="list-style-type: none"> Potential site to promote War, Adventure, Pilgrimage, Ecotourism, Culture and Heritage, Geo Tourism. Destination is accessible by air and road. 9 major tourism projects development are in process under Swadesh Darshan and State Govt. respectively 4 tourism projects development are in pipeline under State Govt.

Name of the Second Shortlisted Destination: Kargil

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Base for visiting Drass, the 1999 war sites, Mubekh and the Zaskar valley</p> <p>Potential destination for development of tourism infrastructure like Water Bodies, Amusement Parks, Rock climbing Sites, Ice Skating Sites, Short Trekking peaks etc.</p>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> 214 Kms away from Leh airport Connected with National Highway 1D
3	Connectivity to any tourist circuit	<p>Yes,</p> <p>Leh-Drass-Kargil</p> <p>Kargil-Sankoo-Panikhar-Tangole</p> <p>Kargil-Drass-Suru Valley-Aryan Valley</p> <p>Kargil-War memorial drass-Kurbathang</p> <p>Kargil Mulbekh-Aryan Valley-Srinagar/Leh</p>

4	Current tourism eco system	<ul style="list-style-type: none"> • Existing tourism theme of destination Border, Adventure, Pilgrimage, Culture & Heritage, Rural and Recreational Tourism.
5	Future tourism potential	<ul style="list-style-type: none"> • Potential site to promote Border, Adventure, Pilgrimage, Culture and Heritage, Rural and Recreational Tourism. • Situated at an equidistant point from Srinagar, Leh and Padum (Zaskar) and Skardo (Baltistan), Kargil remains as important station. • Entry to Zaskar Valley Adventure activities

Name of the State/ UT: Nagaland

I. 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	-

J. 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	Off- Road Adventure, tribal Festivals, Amur Falcon Conservation Week, Angling Festival, Handicrafts- Loin & Loom Festival, Music Festival, Kholar Festival, Apple Festival, Orange Festival, Honey Festival etc.
4	Quality Certification Schemes	No	-

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	Guidelines for tourism statistics circulated by MoT.
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	2 Projects 100% complete

K. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	1. Tribal Circuit Kohima-Peren-Wokha 2. Tribal Circuit Mokokchung-Tuensang-Mon
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	Yes	2 projects completed
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	Yes	-
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	Yes	-

#	Item	Yes/ No	Comments
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	-

L. 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 First Shortlisted Destination: Nuiland

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	New district carved out of Dimpaur district. Potential for promoting rural and eco-tourism, birdwatching and offroad adventure tourism. Accredited by NEC for capacity building and developing infrastructure for Off-Road Tourism.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It is located over a 30 Km from Dimapur airport • It is located over a 35 Kms from Dimapur railway station • It is also connected by State highway 129 A
3	Connectivity to any tourist circuit	Part of the state tourism circuit connecting Kohima
4	Current tourism eco system	<ul style="list-style-type: none"> • Existing tourism theme of destination includes Ecotourism, Birdwatching and 4X4 off road adventure

5	Future tourism potential	<ul style="list-style-type: none"> • Potential destination for Ecotourism, Birdwatching and Adventure Tourism • Destination is accessible by air and proposed railway track is touching the district. • Popular site for the amur falcon roosting at Hokhezhe.
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Name of the Second Shortlisted Destination: Chumoukedima

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • New district carved out of Dimpaur district. • Beautiful Landscape • Potential site for MICE tourism due to good accessibility, adequate hotels & convention centers
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • 10 Kms away from Dimapur airport • 12 Kms away from Dimapur railway station • Is connected with State Highway 129A
3	Connectivity to any tourist circuit	Part of the state tourism circuit connecting Kohima
4	Current tourism eco system	<ul style="list-style-type: none"> • Existing tourism theme of destination includes Ecotourism and MICE tourism. • Destination is recently seeing spurt in accommodation units, with existing 1800+ rooms.
5	Future tourism potential	<ul style="list-style-type: none"> • Potential destination for Ecotourism and MICE tourism. • Potential site for MICE tourism due to good accessibility (air, rail & road), adequate Hotels & convention centers

Name of the State/ UT: Odisha

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	To be constituted by the State and notification to be shared with MoT
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	To be notified by the State and notification to be shared with MoT

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	Projects: 1. Gopalpur (Coastal)
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	The Project is not completed
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	The Project is not completed
4	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	The Project is not completed
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	The Project is not completed

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 First Shortlisted Destination: Koraput

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Koraput is a popular destination in southern Odisha known for Tribal and ecotourism. Deomali is prime hilltop attraction in the Koraput district.</p> <p>It has presence of rich tribal civilisation thriving among Kandhas, Parajas, Bhumia, Malis and Bhotias communities.</p> <p>The natural landscapes in Koraput has also potential for further augmenting for trekking/adventure activities.</p>
2	Connectivity by Air, Rail and Road including local travel	The Jeyapore airport is just 20 km from Koraput HQ and is under development for emerging as a key transit hub in the region. Koraput is also accessible from the Vishakhapatnam airport (230 km) and has Koraput Jn railway station.
3	Connectivity to any tourist circuit	<p>Koraput is part of the extended tribal circuit covering tribal hamlets of Chhattisgarh- Jagdalpur & Andhra Pradesh- Arakku.</p> <p>Within the district, Gupteswar temple-Rani Duduma waterfall-Koraput coffee garden-Hal aerospace museum-Kolab dam-Deomali are the prime attractions</p>
4	Current tourism eco system	<ul style="list-style-type: none"> Existing tourism theme of destination includes Ecotourism and Tribal tourism. Destination has 13 attractions and around with 14 accommodation units with 300+ rooms.
5	Future tourism potential	Potential destination for Ecotourism and Tribal tourism to celebrate and promote the lifestyle of primitive tribes, their rituals, and practices.

Name of the Second Shortlisted Destination: Debrigarh

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Debrigarh sanctuary (Veer Surendra Sai) is situated near Hirakud Dam and is an important

#	Item	Remarks
		sanctuary home to 40 species of mammals, 234 species of birds, 41 species of reptiles. It also has picturesque waterfalls (viz. Barabakhara, Nalichuan, Aapkhoh waterfalls etc.) offering views of the Hirakud Dam
2	Connectivity by Air, Rail and Road including local travel	167 kms from Jharsuguda airport and connected to Bargarh Road 24 kms. It is around 15 kms away from National Highway.
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> • It is part of multiple travel itineraries • Sambalpur - Debrigarh Wildlife Sanctuary - Satkosia Wildlife Sanctuary • Debrigarh Wildlife Sanctuary -Nrushingnath-Harishankar (Bolangir)- Sonapur • Debrigarh Wildlife Sanctuary- Bargarh- Jharsuguda- Sundargarh – Deogarh - Keonhjar
4	Current tourism eco system	<ul style="list-style-type: none"> • Existing tourism theme of destination includes Wildlife, Ecotourism and Water sports activities • Destination has 9 attractions and around with 37 accommodation units with 638 rooms
5	Future tourism potential	<ul style="list-style-type: none"> • Potential destination for Ecotourism, Wildlife tourism and Water sports activities • The destination has active nature camps which are managed by the local community which could be further leveraged to promote entrepreneurial opportunities in the sector

Name of the State/ UT: Sikkim

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	No	-
5	Tourism Statistics	No	-
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	Projects: 1. Rangpo 2. Singtam
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	State to submit completion certificate within 1 month of completion of the project. 2 out of 2 projects completed
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	Yes	Information submitted
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	Information submitted
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	Yes	Information submitted

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 First Shortlisted Destination: Gangtok

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Gangtok is the capital of the state and also known as the Land of monasteries Views of Mount Kanchenjunga and part of all north-eastern itineraries of India Tumin is popular for natural landscapes & Temi is famous for Organic Temi Tea Gardens.
2	Connectivity by Air, Rail and Road including local travel	It is connected to Pakyong 27 kms & Bagdogra airport around 123 kms and New Jalpaiguri railway station which is 119 km. It is also connected to National Highway 717.
3	Connectivity to any tourist circuit,	It is part of all the major itineraries of Sikkim. <ul style="list-style-type: none"> • Bagdogra-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar • Bagdogra-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang • Pakyong-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar Pakyong • Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang • New Jalpaiguri-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar • New Jalpaiguri-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang
4	Current tourism eco system	<ul style="list-style-type: none"> • Existing tourism theme of destination includes Culture & Heritage, Adventure, Ecotourism, and Rural tourism. • Destination has nearly 25 attractions and 675 accommodation units catering to tourists needs.
5	Future tourism potential	<ul style="list-style-type: none"> • Gangtok can be promoted as City of festivals. • Tumin & Temi as near to Gangtok with enhanced infrastructural facilities can be promoted as Ecotourism sites.

Name of the Second Shortlisted Destination: Gyalshing

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Gyalshing is a new District -cum- HQ and is popular for Pelling which is located just 10 Kms from the town. It has sight of the Khangchendzonga and the neighboring peaks</p> <p>It is also famous for Pemayangste monastery. Pelling has many sites for mountain biking, rock climbing, village tours, meditations, and serves as a base for treks in the region.</p>
2	Connectivity by Air, Rail and Road including local travel	It is located 128 kms from Pakgong and 160 km from Bagdogra. New Jalpaiguri railway station is 152 km and is also connected with National Highway 510
3	Connectivity to any tourist circuit	Part of the established itineraries of Sikkim. 1. Bagdogra-Siliguri-Melli-Nayabazar-Legship-Gyalshing
4	Current tourism eco system	Destination attracts thousands of tourists annually (majorly domestic tourists) and has nearly 10 accommodation units.
5	Future tourism potential	Gyalshing with the new district administration could give more impetus to the ongoing tourism activities in the region through better destination management and position it as an important area for Ecotourism, Rural tourism and Agri-tourism

Name of the State/ UT: Telangana

M. 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	To be constituted by the State and notification to be shared with MoT
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	To be constituted by the State and notification to be shared with MoT

N. 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	2 Projects 100% complete 1 Project 73% complete

O. Performance of State/UTA in SD 1.0

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Projects: 1. Eco-Tourism Mahaboobnagar District 2. Tribal Circuit – Mulugu 3. Heritage Circuit - Qutub Shahi
<i>If answered No above, the below fields (6 to 10 are not applicable)</i>			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	2 projects completed 1 project pending completion
3	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	1 project pending completion Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 18 th Jan 22
4	Has State/ UTA Submitted the Completion Certificates of completed projects as per the format of OM SD-8/10/2020 dated 11.06.2021?	No	1 project pending completion Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 2 nd Nov 22

#	Item	Yes/ No	Comments
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	1 project pending completion Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 1 st July 2022

P. 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 First Shortlisted Destination: Bhongir

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Bhongir is the HQ of the Yadadiri -Bhuvanagiri district and is popular for Bhongir Fort- a massive impregnable structure erected by Chalukya ruler, Tribhuvanamalla Vikramaditya VI. Its history is traced back to the 10th century. The revamped Yadagirigutta – Prominent ancient temple of Lord Narsimha Swamy is attracting ~10,000 pilgrims/day is just 15km from the Fort
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It is located over a 100 Km from Hyderabad which has a major airport and further is well connected by NH 65 • It is also well connected by rail from Secunderabad 43 Kms
3	Connectivity to any tourist circuit	It is part of Bhongir-Yadadri-Kolanupaka-Rajapet Circuit (60 km)

4	Current tourism eco system	<ul style="list-style-type: none"> Existing tourism theme of destination includes Culture & Heritage and Pilgrimage tourism. Destination has nearly 10 attractions and 1 accommodation units with 38 rooms.
5	Future tourism potential	<ul style="list-style-type: none"> Bhongir fort can be promoted as site for fairs and festivals. Heritage walks, live performances, and handicrafts involving local community. Bhongir fort and around needs upliftment of tourism infrastructure development, Potential for Adventure sports activities e.g. rock climbing, rappelling etc.

Name of the Second Shortlisted Destination: Nagarjuna Sagar

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> A popular Buddhist destination in India. A large Buddhist Theme Park named Buddhavanam has been developed recently. It has also the world's largest masonry dam protected with 26 gates built across River Krishna. Attracts tourists owing to its magnificence and well covered dense green surroundings of the Nagarjunsagar-Srisaillam Tiger Reserve.
2	Connectivity by Air, Rail and Road including local travel	120 Kms away from Hyderabad airport
3	Connectivity to any tourist circuit	Anupu-Nagarjuna Sagar
4	Current tourism eco system	Existing tourism theme of destination includes Pilgrimage, Ecotourism and Wildlife.

		<ul style="list-style-type: none"> • Destination is recently seeing spurt in accommodation units, with existing 50+ rooms.
5	Future tourism potential	<ul style="list-style-type: none"> • Potential to emerge as popular weekend Gateway for Buddhist Pilgrimage, Ecotourism and Wildlife tourism. • Water sports activities can be developed at the Dam • Potential for Weekend Leisure/ Entertainment Tourist Hub