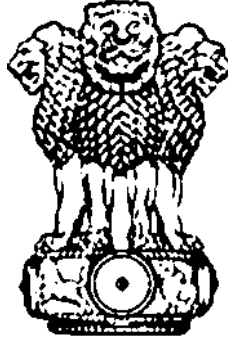


**Agenda**  
*for*  
**the 28<sup>th</sup> Meeting of the Mission Directorate**  
**(Swadesh Darshan Scheme 2.0)**



सत्यमेव जयते

**Date: 25/04/2024**

**Time: 11:00 AM**

**Ministry of Tourism**  
**Government of India**

**Agenda for the 28<sup>th</sup> Meeting of the Mission Directorate under Swadesh Darshan 2.0 to be held under the Chairmanship of Additional Secretary (Tourism) on 25.04.2024 at 11:00 AM**

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## Agenda 28.1 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 <ol style="list-style-type: none"><li>1. Culture</li><li>2. Civil Aviation</li><li>3. Environment, Forest &amp; Climate Change</li><li>4. Housing and Urban Affairs</li><li>5. Road Transport and Highways</li><li>6. Skill Development and Entrepreneurship</li><li>7. Railways</li></ol>	Member
(iv).	ACS / Principal Secretaries / Secretaries, State Mission Directors, Department of Tourism and Heads of Designated SIA for the States (Andhra Pradesh, Arunachal Pradesh, Assam, Haryana, Himachal Pradesh, Goa, Gujarat, Jharkhand, Karnataka, Kerala, Maharashtra, Meghalaya, Mizoram, Madhya Pradesh, Nagaland, Ladakh UT, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttarakhand and Uttar Pradesh)	Members Invited
(v).	Chairpersons of Destination Management Committee (DMC) of concerned destinations  (Chumoukedima, Puducherry, The Nilgiris)	Members Invited
(vi).	Director	IFD
(vii).	Representatives of Travel Trade and Hospitality Industry  <ol style="list-style-type: none"><li>1. IATO</li></ol>	Member

	2. HAI 3. FHRAI	
(viii).	Director (Swadesh Darshan)	Member Secretary

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

**Agenda 28.2 Confirmation of the proceedings of the 27<sup>th</sup> MD Meeting**

1. The proceedings of the 27<sup>th</sup> meeting of the MD were circulated vide OM no. **SD-8/15/2020-Part(1)** dated **23.04.2024** to all the members. A copy of the same is attached as **Annexure-1**.
2. The proceedings may be confirmed.

### Agenda 28.3 Status of Submission of Final DPRs approved by CSMC

1. The Central Sanctioning and Monitoring Committee (CSMC) in its meetings held on 09.02.2024, 19.02.2024, 23.02.2024 and 27.02.2024 has provided approval and financial sanction to Detailed Project Reports (DPR) for 29 experiences in 26 destinations.
2. Based on the CSMC approval, the State/UTs were to scrutinize the final DPRs submitted by the PDMCs in the revised template for DPR circulated vide OM SD-8/3/2022-SD dated 29.02.2024 and submit to the Ministry.
3. Final DPRs of the following 14 experiences has been received from respective States/UTs.

Sno	State/UT	Name of the Experience	Date of Submission
1	Karnataka	Setting up of 'Traveller nooks'	19.04.2024
2	Karnataka	Tonga ride Heritage experience zone	19.04.2024
3	Karnataka	Ecological Experience Zone	19.04.2024
4	Puducherry	Karaikal beach and waterfront experience	15.04.2024
5	Madhya Pradesh	Phoolbagh Experience Zone	21.03.2024
6	Madhya Pradesh	Spiritual experience at Chitrakoot	21.03.2024
7	Sikkim	Gangtok Cultural Village	22.03.2024
8	Sikkim	Eco-Wellness Experience at Yuksom Cluster	16.03.2024

Sno	State/UT	Name of the Experience	Date of Submission
9	Arunachal Pradesh	Unlock Nacho Expedition	03.04.2024
10	Arunachal Pradesh	Mechuka Cultural Haat	03.04.2024
11	Arunachal Pradesh	Mechuka Adventure Park	03.04.2024
12	Assam	Kokrajhar Wetland Experience	21.03.2024
13	Assam	Reimagining Cinnamara Tea Estate	21.03.2024
14	Nagaland	Tribal Cultural Experience at Midway Retreat	23.03.2024

4. The following DPRs have been reviewed and are found to be broadly as per the template issued as well as in line with the cost sanctioned by the CSMC except in two cases wherein the Final DPR cost was found to be higher than the Sanctioned cost. The State/UTs are requested to take the next steps.

Sn	Destination	Name of the Experience	Sanctioned Cost (In Cr.)	Final DPR Cost (In Cr.)	Deviation (In Cr.)
1	Hampi	Setting up of 'Traveller nooks'	26.3	23.09	-3.21
2	Mysuru	Tonga ride Heritage experience zone	4.12	2.71	-1.41
3	Mysuru	Ecological Experience Zone	18.36	18.35	-0.01
4	Karaikal	Karaikal beach and waterfront experience	20.29	20.29	0.00
5	Gwalior	Phoolbagh Experience Zone	16.73	16.73	0.00

Sn	Destination	Name of the Experience	Sanctioned Cost (In Cr.)	Final DPR Cost (In Cr.)	Deviation (In Cr.)
6	Chitrakoot	Spiritual experience at Chitrakoot	27.21	27.21	0.00
7	Gangtok	Gangtok Cultural Village	22.59	22.79	0.20
8	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.4	15.4	0.00
9	Nacho	Unlock Nacho Expedition	14.02	14.02	0.00
10	Mechuka	Mechuka Cultural Haat	18.48	18.48	0.00
11	Mechuka	Mechuka Adventure Park	12.75	12.75	0.00
12	Kokrajhar	Kokrajhar Wetland Experience	26.67	25.76	-0.91
13	Jorhat	Reimagining Cinnamara Tea Estate	23.91	23.88	-0.03
14	Chumuouke dima	Tribal Cultural Experience at Midway Retreat	21.56	23.91	2.35

5. The remaining State/UTs to expedite the scrutiny and submission of final DPR to the Ministry as per the timeline committed below:

Sno	State/UT	Name of the Experience	Date of Submission by PDMC	Date of Submission Committed
1	Uttar Pradesh	Vedic- wellness Experience	22.03.2024	19.04.2024
2	Uttar Pradesh	Azad Park and Dekho Prayagraj Trail Experience	22.03.2024	19.04.2024
3	Uttarakhand	Rural Tourism Cluster Experience at Gunji	21.03.2024	23.04.2024
4	Uttarakhand	Tea Garden Experience	21.03.2024	23.04.2024
5	Tamil Nadu	Immersive experience at Shore Temple	22.03.2024	23.04.2024



<b>Sno</b>	<b>State/UT</b>	<b>Name of the Experience</b>	<b>Date of Submission by PDMC</b>	<b>Date of Submission Committed</b>
6	Telangana	Bhongir Fort Experiential Zone	19.03.2024	<b>23.04.2024</b>
7	Telangana	Eco tourism zone at Ananathgiri forest	19.03.2024	<b>23.04.2024</b>
8	Punjab	Eco Tourism experience at Kanjli wetland	18.03.2024	<b>23.04.2024</b>
9	Rajasthan	Spiritual Experience, Keshavraipatan	13.03.2024	<b>23.04.2024</b>
10	Kerala	Kumarakom Bird Sanctuary Experience	20.03.2024	<b>25.04.2024</b>
11	Meghalaya	Meghalayan Age Cave Experience	22.03.2024	<b>25.04.2024</b>
12	Meghalaya	Waterfall Trails Experience	22.03.2024	<b>25.04.2024</b>
13	Andhra Pradesh	Borra Cave Experience at Araku	20.03.2024	<b>25.04.2024</b>
14	Ladakh	Julley Leh Biodiversity Park	22.03.2024	<b>22.04.2024</b>
15	Ladakh	Exploring LOC and Hundarman village Experience	05.03.2024	<b>22.04.2024</b>

#### Agenda 28.4 Review of DPR Package-1 for the Approved Experiences

1. The CSMC in its meetings held on 13.09.2023, 06.10.2023 and 02.11.2023 has provided in-principle approval to 50 experiences in 40 destinations for preparation of Detailed Project Report (DPR).
2. The following draft DPRs will accordingly be reviewed as per template circulated by Ministry which is attached as **Annexure-2**:

Sn.	Destination (State/UT)	Approved Experiences
1.	Chumuoukedima, Nagaland	Adventure Tourism Experience at Jacob Village
2.	Puducherry, Puducherry	Paradise beach experience
3.	The Nilgiris, Tamil Nadu	Nature Trail Experience along Pykara river, Ooty

The concerned PDMCs will make the presentation as per the template.

3. The following experiences provided in-principle approval by the CSMC for DPR preparation, however due to unavailability of land and other issues no progress has taken place.

Sn.	Destination (State/UT)	Approved Experiences
1	Bundi Keshoraipatan (Rajasthan)	Bundi Art Experience
2	Jodhpur (Rajasthan)	Marwar's Heritage Experience
3	Unakoti (Tripura)	Rock-cut Heritage Experience
4	Agartala (Tripura)	Tea Tourism experience at Kamalasagar
5	Agartala (Tripura)	Tripura Heritage Village experience
6	Kozhikode Beypore (Kerala)	Chaliyam Fort Experience
7	Gangtok (Sikkim)	MG road experience (in convergence)
8	Shillong (Meghalaya)	Police Bazaar-Wards Lake Culture Zone (in convergence)

4. The respective States have recommended to drop these experiences.

**Agenda 28.5 Draft Model RfP for procurement of Agency for development, management, maintenance and operation of the experience**

1. The Central Sanctioning and Monitoring Committee has sanctioned the experiences and projects with the mandatory requirement of engaging agency for experience development and management. Another essential requirement is laying down of service levels and ensuring their compliance during operations and management. The Ministry had also circulated broad structure vide OM SD-8/15/2020-SD Part(3) dated 11.01.2024.
2. In this connection, the PDMCs were also requested to start working on the draft RFP and inputs have been received from them. Based on the inputs, a Model RFP has been prepared for selecting agency for development, management, maintenance and operation of the proposed experiences.
3. The Model RFP covers the following aspects:
  - (i) Volume-1
    - a) Introduction
    - b) Instructions to Bidders
    - c) Criteria for Evaluation
    - d) Fraud and Corrupt Practices
    - e) Scope of Work
    - f) Miscellaneous
    - g) Appendices
  - (ii) Volume-2: Draft Contract Agreement
4. A presentation on salient features of draft Model RFP will be made in the meeting for further discussion to finalize the same.

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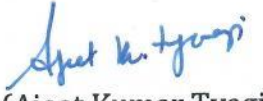
**Government of India**  
**Ministry of Tourism**  
Destination Development Division  
(Swadesh Darshan)

Transport Bhawan,  
1, Parliament Street,  
New Delhi-110001  
Dated: 23.04.2024

F.No. SD-8/15/2020-Part(1)

**Subject: Minutes of the Meeting of 27<sup>th</sup> Mission Directorate under Swadesh Darshan 2.0.**

I am directed to enclose herewith the Minutes of the meeting of 27<sup>th</sup> Mission Directorate under Swadesh Darshan 2.0 which was held under the Chairmanship of Additional Secretary, Ministry of Tourism on 05.04.2024 at 12:00 Noon.

  
(Ajeet Kumar Tyagi)  
Assistant Director

Encl: As above

To,

1. The Secretary, Ministry of Culture/ Civil Aviation/ Environment & Forest/ Housing & Urban Affairs/ Road Transport & Highways/ Skill Development & Entrepreneurship/ Railways.
2. The ACS/ Secretaries/ Principal Secretaries/ State Mission Directors, Department of Tourism and Heads of Designated SIA of concerned States/UTs of Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Haryana, Lakshadweep, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand.
3. Chairperson's of Designation Management Committee of concerned destinations.
4. The President, HAI/ FHRAI/ IATO.
5. Team Leaders of PDMSs (M/s INI Designs Studio, M/s IPE Global, M/s Deloitte Touche Tohmatsu India LLP JV IBI Group, M/s Voyants Solutions JV IDC, M/s WAPCOS, M/s Egis India Consulting, M/s Assytem JV PwC India)

Copy to:

1. PS to Additional Secretary, Ministry of Tourism.
2. The Director (IFD, Destination Development Division), Ministry of Tourism.
3. The Regional Director, India Tourism Delhi/Mumbai/Chennai/Kolkata/Guwahati.
4. Managers and Assistant Managers of the concerned State/UTs/ITO.
5. M/s EY, NPMU, Swadesh Darshan Scheme.

**Proceedings of the 27<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 05.04.2024.**

**Agenda 27.1 Leave of Absence**

The 27<sup>th</sup> meeting of the Mission Directorate (MD) was held on 05.04.2024 at 12:00 pm and 08.04.2024 (continued) under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

**Agenda 27.2 Confirmation of the proceedings of the 26<sup>th</sup> MD Meeting**

The proceedings of the 26<sup>th</sup> meeting of the MD was circulated vide OM no. **SD-8/15/2020-SD-Part (2)** dated **13.03.2024**. The same were confirmed.

**Agenda 27.3 Approval of Master Plan, Strategy & Action Plan Iteration-01**

1. It was informed that the PDMCs have submitted the Master Plan, Strategy and Action Plan Iteration 01 and the Ministry thereafter carried out evaluation of the reports and shared its observations.
2. Further, it was informed that, based on the gaps observed during the review of first iteration of the various Master Plan, Strategy and Action Plan 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 a revised template.
3. In this regard, the PDMCs were accordingly directed to revise the draft Master Plan, Strategy and Action Plan (iteration 1) in accordance with the observations shared by the Ministry and the revised template issued by the Ministry.
4. 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.
5. It was informed that, the Ministry through NPMU has reviewed the revised Master Plan, Strategy and Action Plan reports received from the PDMCs (**list enclosed in Annexure-2**). The compliance status of the revised reports is attached as **Annexure-3**.

6. Apart from the specific compliance observations, the following are the broad observations by the Ministry on Master Plan, Strategy and Action Plan submitted by the PDMCs:
  - (i). The data collection through primary surveys and secondary research at many places have not been completed to arrive at baseline data which is required to lay down the robust strategy framework.
  - (ii). The strategic framework lacks systematic, holistic and tourist centric approach, and strategies for infrastructure development to connect various tourism products at the destination through convergence / synergy.
  - (iii). The focus on enhancing the supply side (tourist value chain) of the tourism services at the destination is found to be lacking.
  - (iv). It has been observed that, in most cases, the Strategy and Action Plan section contains project / experience detailing instead of the detailed strategy and action plan across key strategic areas.
7. It was informed that, based on the review and various observations, a draft template for Master Plan, Strategy and Action Plan (MPSAP) Iteration-2 has also been prepared and attached in **Annexure-4**. A detailed presentation on salient features of the revised template for MPSAP Iteration-2 was made.
8. It was accordingly directed that the PDMCs shall incorporate the above observations and revise the Master Plan, Strategy and Action Plan as per the revised template in iteration 2.
9. The respective PDMCs made presentations on the Master Plan, Strategy and Action Plan Iteration-01 to the Mission Directorate. Accordingly, based on the presentations made and the observations on MPSAP Iteration-1 submitted by the PDMC, the Ministry has provided qualitative grading to all the MPSAP Iteration-1. The qualitative grading is attached as **Annexure-5**.
10. The MPSAP Iteration-1 were granted in-principle approval for the destinations listed in Annexure -2. It was further directed that the State Implementing Agency (SIA) and Consultancy Monitoring Committee (CMC) while approving the payment against the deliverable of Master Plan, Strategy and Action Plan Iteration -1, shall withhold payment due for the

said deliverable as per the **Annexure-5**, which will be released after the suggested improvements are made and approved by the Mission Directorate.

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## Annexure-1

### List of participants

#### 1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	M/o Housing and Urban Affairs	Sh. Hari	Under Secretary
2.	M/o Railways	Sh. Jawed Ansari	Deputy Director, Tourism
3.	M/o Environment, Forest & Climate Change	Dr. Sudheer	Scientist
4.	M/o Road Transport & Highways	Sh Hari Mohan Jha	Under Secretary
5.	M/o Skill Development	Sh Pritam Dutta	Director

#### 2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	HAI	Smt. Charulata Sukhija	Deputy Secretary General
2.	FHRAI	Sh Payal Swami	Asst Secretary General

#### 3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Madhya Pradesh	Smt Bidisha Mukherjee	MD, MPTB
2.	Madhya Pradesh	Sh Anju Arum Kumar	ADM, Gwalior
3.	Rajasthan	Smt Dr Rashmi Sharma	Director, Tourism
4.	Sikkim	Smt Shanti Tamang	Chief Engineer
5.	Tripura	Sh Uttam Pal	Ex Engineer
6.	Tripura	Smt Gauri Rani Das	Asst Project Director, West Tripura
7.	Tripura	Sh Suraj Debbarma	Deputy Collector, DMC Unakoti



Sn.	State/UT	Name	Designation
8.	Uttar Pradesh	Smt Anju Chaudhary	RTO, UPSTDC
9.	Uttarakhand	Smt Pooja Gabriyal	Addl Secretary, UTDB
10.	Uttarakhand	Sh Nandan Kumar	CDO, Pithoragarh
11.	Uttarakhand	Sh Arvind Gaur	DTDO, Champawat
12.	Gujarat	Sh Vishal Damaliya	Zonal Engineer, TCGL
13.	Kerala	Sh Vishnuraj P	ADG, DoT
14.	Kerala	Sh K K Pathmakumar	Deputy Director, DoT
15.	Chandigarh	Sh Rakesh Kumar	Section Officer
16.	Puducherry	Sh K Muralitharan	Director, Tourism
17.	Telangana	Sh Hanmanth Rao	DYSO Vikarabad
18.	Arunachal Pradesh	Sh K N Damo	Director, Tourism
19.	Assam	Sh Pranab Kumar Bora	DMC, Jorhat
20.	Assam	Sh Wadiul Islam	ADC, Kokrajhar
21.	Ladakh	Sh Kacho Mehboob Ali Khan	Secretary, Tourism
22.	Ladakh	Sh Faisal Iqbal Tantray	AD, Tourism
23.	Ladakh	Sh Rehmatullah Butt	AD, Tourism
24.	Karnataka	Smt Rajamma	Jt Commissioner, DoT
25.	Himachal Pradesh	Smt Rakhi Singh	Jt Director, Tourism
26.	Goa	Sh Sumant Nadkarni	SE, GTDC
27.	Jharkhand	Sh Manoj Kumar Singh	Under Secretary, Tourism
28.	Nagaland	Sh Nchumbemo Lotha	Secretary, Tourism
29.	Maharashtra	Sh B N Patil	Director, Tourism
30.	Mizoram	Sh Dr R Larinchani	Deputy Director, Tourism
31.	Punjab	Sh Prem Chand	Ex Engineer, Tourism

4. **List of Participants from Ministry of Tourism**

Sn.	Name	Designation
1.	Sh. Roshan Thomas	Director (T), SD
2.	Sh. Uttank Joshi	ADG, SD
3.	Sh. Ajeet Kumar Tyagi	Asst Director, SD
4.	Nikhil Kumar	Member, NPMU
5.	Deepika Nagpal	Member, NPMU

5. **List of Participants from the PDMC**

Sn.	Name	Designation
1.	Sh Hash Goel	Team Leader, INI Design Studio Ltd.
2.	Smt Meeta Goel	Nodal Person, INI Design Studio Ltd
3.	Sh Balakrishnan Mahadeva	Team Leader, Assystem JV PwC India
4.	Sh T K S Sridhar	Team Leader, Assystem JV PwC India
5.	Sh Vijay Matange	Team Leader, IPE Global Ltd.
6.	Smt Komal Agarwal	Tourism Product Planning Expert, IPE Global
7.	Smt Umang Handoo	Team Leader, IPE Global
8.	Sh Gaurav Sahdev	Team Leader, Deloitte JV IBI Group
9.	Sh Adnan Diwan	Team Leader, Deloitte JV IBI Group
10.	Smt Gurleen Kaur	Tourism Product Planning Expert, Voyants JV IDK
11.	Sh Shubha Roy	Team Leader, Voyants JV IDK

## Annexure-2

### List of revised Master Plan, Strategy and Action Plan Iteration-1 received from PDMCs

SN	State / UT	Destination
1.	Madhya Pradesh	Gwalior
2.	Madhya Pradesh	Chitrakoot
3.	Rajasthan	Bundi
4.	Rajasthan	Jodhpur
5.	Sikkim	Gangtok
6.	Sikkim	Gyalshing
7.	Tripura	Agartala
8.	Tripura	Unakoti
9.	Uttar Pradesh	Prayagraj
10.	Uttar Pradesh	Naimisharanya
11.	Uttarakhand	Champavat
12.	Uttarakhand	Pithoragarh
13.	Gujarat	Dholavira
14.	Gujarat	Dwarka
15.	Kerala	Kumarakom
16.	Kerala	Kozhikode (Beypore)
17.	Chandigarh	Chandigarh
18.	Puducherry	Puducherry
19.	Puducherry	Karaikal
20.	Telangana	Bhongir
21.	Telangana	Ananthagiri
22.	Arunachal Pradesh	Nacho
23.	Arunachal Pradesh	Mechuka
24.	Assam	Jorhat
25.	Assam	Kokrajhar
26.	Ladakh	Leh
27.	Ladakh	Kargil

### Annexure-5

**Qualitative grading and proposed retain in the payment against MPSAP Iteration-1 deliverable.**

SN	State / UT	Destination	Qualitative Assessment (Good / Average / Poor)	Payment to be withheld against the milestone
1.	Madhya Pradesh	Gwalior	Average	10%
2.	Madhya Pradesh	Chitrakoot	Average	10%
3.	Rajasthan	Bundi	Average	10%
4.	Rajasthan	Jodhpur	Average	10%
5.	Sikkim	Gangtok	Average	10%
6.	Sikkim	Gyalshing	Average	10%
7.	Tripura	Agartala	Average	10%
8.	Tripura	Unakoti	Average	10%
9.	Uttar Pradesh	Prayagraj	Poor	20%
10.	Uttar Pradesh	Naimisharanya	Poor	20%
11.	Uttarakhand	Champavat	Average	10%
12.	Uttarakhand	Pithoragarh	Average	10%
13.	Gujarat	Dholavira	Average	10%
14.	Gujarat	Dwarka	Average	10%
15.	Kerala	Kumarakom	Average	10%
16.	Kerala	Kozhikode (Beypore)	Average	10%
17.	Chandigarh	Chandigarh	Poor	20%
18.	Puducherry	Puducherry	Poor	20%
19.	Puducherry	Karaikal	Poor	20%
20.	Telangana	Bhongir	Poor	20%
21.	Telangana	Ananthagiri	Poor	20%
22.	Arunachal Pradesh	Nacho	Average	10%
23.	Arunachal Pradesh	Mechuka	Average	10%
24.	Assam	Jorhat	Poor	20%
25.	Assam	Kokrajhar	Poor	20%
26.	Ladakh	Leh	Average	10%
27.	Ladakh	Kargil	Average	10%