

Ministry of Tourism
Government of India
(Swadesh Darshan Division)

Transport Bhavan,
Parliament Street,
New Delhi – 110001.

No. 8/15/2020-SD

Dated 02.01.2023


OFFICE MEMORANDUM

Subject: Proceedings of the 8th meeting of the Mission Directorate of Swadesh Darshan Scheme was held on 30/12/2022 at 11 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode.

Please find enclosed herewith the proceedings of the 8th meeting of the Mission Directorate of Swadesh Darshan Scheme which was held on 30/12/2022 under the Chairmanship of Additional Secretary (Tourism)

Thanking you,

Yours faithfully,


(Pawas Prason)
Assistant Director

Encl: As above

Proceedings of the 8th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 30/12/2022 at 11 AM

8th meeting of the Mission Directorate was held on 30/12/2022 at 11 AM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode. The proceedings of the meeting are as follows.

Agenda 8.1 Leave of Absence

The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 8.2 Confirmation of the proceedings of the Seventh meeting

The proceedings of the seventh meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 15/12/2022 were confirmed.

Agenda 8.3 Swadesh Darshan 2.0 – Destination Centric Approach

1. The members were informed of the background of revamping Swadesh Darshan Scheme launched in 2015 as Swadesh Darshan 2.0 by the Ministry of Tourism and the guidelines of the Scheme were already circulated to all the members.
2. It was emphasised that 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 and tourist centric scheme.
3. A presentation on the **Destination Centric Approach** under the **Swadesh Darshan 2.0** which was also circulated to all the States/UTA's vide OM dated 01/12/2022 was made by the NPMU covering the following key areas:

i. Defining Destination

A tourist destination will usually have existing tourism ecosystem with accommodation facilities for overnight visitors, tourist amenities, availability of tourism service providers such as travel agents, guides and local transport etc. A tourist destination would act as unit for planning, development and analysis.

ii. Destination Management Organisations (DMOs)

DMOs will play a crucial role in implementing the scheme. The DMO will ensure effective planning and development, coordination with the public and private agencies, ensuring community participation in tourism development and managing grievance redressal and visitor information system.

iii. **Data Driven Destination Management**

a. Destination Profiling:

The key attributes would be mapped and put out in a digital platform such as website, mobile app, videos which is user friendly and helps in better visibility of the destination. This would include the destination's attractions, linked circuits and popular itineraries, transit, and accommodation options.

Destination Digitalization will be undertaken for better facilitation and seamless experience for tourists in booking of rooms, guides, deals & tickets, curation of destination's cultural and historical content, live feed and streaming, destination information, creation of micro-website, mobile application, and furthermore social media promotions.

b. Baseline KPI and quarterly measurement

In order to assess the level of tourism development in the destinations, baseline information & performance on the Key Performance Indicators both from the demand (End user- Tourists) & supply (Tourism Service Providers) sides of the sector would be monitored on a periodic basis.

c. Destination Dashboard

For ease of monitoring KPIs and other attributes of the development, a Dashboard would be created for the destination which would be integrated to the national dashboard.

iv. **Destination Master Plan, Strategy and Action Plan**

A Master Plan, Strategy and Action Plan for the destination would be prepared for planned development of the destination. A detailed template for Master Plan will be worked out. It will

promote sustainable and responsible development of destination with focus on public private partnerships.

v. **Destination Marketing**

Brand identity of the destination would be created with destination logo and tagline. Public Arts initiatives, Place-Making & Tactical Urbanism and promotion of local products through souvenir shops will further reinforce the brand identity. Efforts would be made to popularise one major unique tourism product/ offering of the destination. A dedicated branding strategy will be evolved for the destination.

vi. **Destination Based Skilling**

It will be important to skill the local youth of the destination with various skills keeping in view the potential opportunities in tourism and hospitality at the destination. It will include skill and entrepreneurship training for guides, souvenir shops, eateries, other tangible and intangible heritage of the destination.

vii. **Adopt the Destination**

In order to involve various stakeholders in the development of the destination, convergence with other programs such as 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry will be ensured. Universities would be encouraged to 'Adopt a Destination'. Celebrities and Diaspora rooted to the destination will also be leveraged for active branding and promotion.

viii. **Private Investment in Tourism**

Tourism and hospitality is led by private sector. It is important that private sector investment is encouraged and facilitated. A plan for management of revenue-generating assets, which can have public-private partnership and non-revenue generating assets, which will give budgetary support will be worked out and implemented. Master Plans would also identify potentials areas for private investment and public private partnerships at the destination.

ix. **Improving Framework Conditions**

Destination Management Organization will review framework conditions at the destination particularly health, hygiene, safety, civic infrastructure, overall quality of maintenance of the destination. Synergy with ongoing schemes of Government of India would be established in collaboration with the Central Ministries and other agencies.

Agenda 8.4 Review of State Perspective Plans and Shortlisting of Destinations

1. NPMU presented their appraisal of 2 SPPs in respect of Uttarakhand and Chhattisgarh and the same is attached as **Annexure-2**.
2. 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

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

i. **Uttarakhand**

Two shortlisted destinations of Pithoragarh and Champawat were recommended.

ii. **Chhattisgarh**

Two shortlisted destinations of Bilaspur and Jagdalpur were recommended.

Agenda 8.5 RFP for Selection of PDMC under Swadesh Darshan 2.0 Scheme

1. It was informed that Ministry of Tourism had undertaken empanelment of PDMC with reference to the RFQ No SD-8/3/2022 dated 14.07.2022 and following PDMCs have been empanelled vide No. SD-8/3/2022 dated 15.12.2022.

- i. Deloitte Touché Tohmatsu India LLP JV IBI Group India Pvt Ltd.
 - ii. Egis India Consulting Engineers Pvt Ltd.
 - iii. INI Design Studio Pvt Ltd.
 - iv. IPE Global Ltd.
 - v. LEA Associates South Asia Pvt Ltd.
 - vi. L&T Infra Engineering JV PwC Pvt Ltd.
 - vii. SAI Consulting Engineers Pvt Ltd JV Fortress Infracon Ltd.
 - viii. STUP Consultants Pvt Ltd JV PDCOR Ltd.
 - ix. Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd.
 - x. WAPCOS Ltd.
2. It was also informed that final approval of the competent authority has been obtained for the following destinations:
- i. Andhra Pradesh (Gondikota, Arakku-Lambasingi)
 - ii. Arunachal Pradesh (Bomjir, Mechuka)
 - iii. Assam (Jorhat, Kokrajhar (Manas))
 - iv. Bihar (Gaya, Nalanda)
 - v. Chandigarh (UT) (Chandigarh)
 - vi. Goa (Porvorim, Colva)
 - vii. Gujarat (Dholavira, Dwarka)
 - viii. Karnataka (Hampi, Mysuru)
 - ix. Kerala (Kumarakom, Kozhikode (Beypore))
 - x. Ladakh (UT) (Leh, Kargil)
 - xi. Lakshadweep (UT) (Lakshadweep)
 - xii. Nagaland (Niuland, Chumoukedima)
 - xiii. Meghalaya (Shillong, Sohra)
 - xiv. Mizoram (Aizawl, Champhai)
 - xv. Puducherry (UT) (Puducherry, Karaikal)
 - xvi. Punjab (Amritsar, Kapurthala)
 - xvii. Rajasthan (Bundi (Kesoripatan), Jodhpur)
 - xviii. Tamil Nadu (Mamallapuram, The Nilgiris)
 - xix. Tripura (Agartala, Unakoti)
3. It was also informed the competent authority has approved to invite proposals for shortlisting of the PDMCs centrally from the empanelled agencies, which will ensure consistency, uniformity and expeditious completion of the process.
4. In this connection, consultative workshops were held with empanelled agencies to explain the program vision, destination centric approach and take feedback on the draft engagement structure formulated for the PDMC.
5. Draft RFP has accordingly been prepared in line with the requirements of the scheme and the same has been approved in principle by the competent authority. A copy of the draft RFP was circulated with the agenda and the same was presented in the meeting by NPMU:
- i. Process of Selection of PDMC
 - ii. RFP Schedule
 - iii. Content of RFP

- iv. Evaluation Process
 - v. Appendix for Technical & Financial Proposal
 - vi. Scope of Work
 - vii. Deliverables and Timelines
 - viii. Payment Schedule
 - ix. PDMC Team Composition for each State/UT
6. A copy of the presentation is attached as Annexure-3. States and UT's were requested for feedback on the RFP and following suggestions were made during the deliberations:
- i. Team Lead and other key experts may be mandated for minimum number of visits to the destination to ensure due oversight by PDMC on the project.
 - ii. Reimbursement of TA/DA for the Consultant's personnel may be considered for approved/ authorized visits to and from the destination.
 - iii. Monthly review of PDMC work may be undertaken to ensure due involvement of the Key Personnel on the project, including details of actual deployment during the month and activities performed by all the Key Personnel.
7. The Draft RFP was accordingly recommended with above inputs. It was decided that Ministry of Tourism shall accordingly release the RFP for selection of PDMCs for the identified States/ UTs. Each State/ UT shall nominate one representative to be part of the Evaluation Committee for selection of PMDC for respective State/ UT. The State/ UT will sign the agreement with the selected PDMC after submission of PBG to the States.

Annexure 1: List of Participants

1. List of the participants from Representative Ministries

Sn.	Name of Participant	Designation
Ministry of Environment, Forest & Climate Change		
1.	Dr. Sh. Sudhir Chaudhary	Additional Director
Ministry of Road Transport and Highways		
1.	Sh. A Maulik	Executive Engineer
Ministry of Railways		
1.	Sh. Vikram Singh	Executive Director
Ministry of Skill Development		
1.	Smt. Yashiksha	Young Professional

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	FHRAI	Sh. Abhishek Kumar	ASG

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. CSN Murthy	Chief Engineer APTDC
2.	Arunachal Pradesh	Sh. Abu Tayang	Director Tourism
3.	Assam	Sh. Padmapani Bora	Managing Director
4.	Bihar	Sh. Abhijeet Kumar	General Manager
5.	Chandigarh (UT)	Smt. Hargunjit Kaur	Secretary
6.	Goa	Sh. Nikhil Salgaonkar	State Consultant
7.	Gujarat	Sh. Keyur Seth	Chief Engineer
8.	Karnataka	NA	
9.	Kerela	Sh. Rajeev Kariyil	Planning Officer, Kerela Tourism
10.	Ladakh	Smt. Kunzes Angmo	Director
11.	Lakshadweep (UT)	Sh. Giri Shanker	Director

12.	Nagaland	Sh. T.Y. Kikon	Joint Secretary
13.	Meghalaya	Sh. Philip F Tariang	Assistant Director
14.	Mizoram	Smt. Manisha Saxena	Secretary
15.	Puducherry (UT)	Smt. P Priytarshny	Additional Secretary Tourism
16.	Punjab	Sh. Prem Chand	Executive Engineer, Punjab Tourism
17.	Rajasthan	Sh. Mohd. Saleem Khan	Additional Director
18.	Tamil Nadu	Sh. Sandeep Nanduri	Director
19.	Tripura	Sh. Tapan Kumar Das	Managing Director
20.	Chhattisgarh	Sh. Devyani Agrawal	Chhattisgarh Tourism
21.	Uttarakhand	Sh. Sachin Kurve Sh. Satish Bahuguna	Secretary Additional Director

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Prashant Ranjan	Director (T)
2.	Sh. Haridasan Pillai	Director, Finance
3.	Sh. Uttank Joshi	Assistant Director General
4.	Sh. Ajit Pal Singh	Assistant Director
5.	Sh. Faisal Khan	Member, NPMU
6.	Sh. Aravind Viswanathan	Member, NPMU
7.	Sh. Kunal Singh	Member, NPMU
8.	Smt. Deepika Nagpal	Member, NPMU
9.	Sh. Karishma Prasad	Member, NPMU