

Ministry of Tourism
Government of India
(Swadesh Darshan Division)

Transport Bhavan,
1-Parliament Street,
New Delhi – 110001

No. SD-8/15/2020-SD-Part(2)

Dated 13.03.2024

OFFICE MEMORANDUM

Subject: Proceedings for the 26th meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 05.03.2024 (Tuesday) at 04:00 PM

I am directed to enclose herewith the Proceedings of the 26th meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 05th March 2024 at 1600 Hrs. for your kind perusal

Yours faithfully



(Ajit Pal Singh)
Assistant Director

Encl: As above

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship/Railways
2. The ACS / Principal secretaries / secretaries/ state Mission Directors, Department of Tourism and Heads of Designated SIA of concerned States/UTs of (Andhra Pradesh, Goa, Punjab and Nagaland)
3. Chairpersons of Destination Management committee of concerned destinations (Amritsar, Kadappa, North Goa, South Goa and Chumoukedima)
4. The President, HAI / FHRAI / IATO
5. Team Leaders of PDMCS of the above-mentioned State/UTs

Copy to:

1. PS to AS(T)
2. The Director (F), Ministry of Tourism.
3. The Director (SD), Ministry of Tourism.
4. The Regional Director, India Tourism Delhi/ Kolkata/ Mumbai/ Chennai/ Guwahati
5. Managers and Assistant Managers of the concerned State/UTs ITO's mentioned above

Proceedings for the 26th meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 05.03.2024 at 04:00 PM

Agenda 26.1 Leave of Absence

The 26th meeting of the Mission Directorate (MD) was held on 05.03.2024 at 04:00 pm 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 26.2 Confirmation of the proceedings of the 25th MD Meeting

The proceedings of the 25th meeting of the MD circulated to all the members vide letter no. SD-8/15/2020-SD-Part (4) dated 28.02.2024 were confirmed.

Agenda 26.3 Review of DPR Package -1 for the approved experiences

1. The Central Sanctioning and Monitoring Committee (CSMC) in its meetings held on 13.09.2023, 06.10.2023 and 02.11.2023 approved 50 experiences for preparation of Detailed Project Reports (DPR).
2. The States have accordingly with the assistance of PDMCs prepared draft DPRs in consultation with Destination Management Committees. Draft DPRs have also been submitted to the Ministry of Tourism.
3. It has been brought out time and again the need for developing end to end tourist experience with sustainable operations and management particularly in the light of experience of implementation of experience of SD 1.0. Further, the performance audit of SD 1.0 by CAG has also revealed various shortcomings in the implementation of scheme and it must be ensured that those are taken care of in the implementation of SD 2.0.
4. Accordingly, the checklist for reviewing the DPRs by the States and PDMCs was circulated vide O.M No SD-8/3/2022-SD dated 12.01.2024 (**Annexure-2**) and broad structure for tourism experience and management (**Annexure-3**) has also been circulated in line with various decisions of the CSMC, MD, templates and guidance note issued in this regard.
5. Further, it was also informed that the draft DPRs submitted by States/ PDMCs were reviewed with respective State/UT and PDMC in meetings held from 15.01.2024 to 22.01.2024 and proceedings of the review meeting have been circulated vide OMs No. SD-8/15/2020-SD Part (2) dated 19.01.2024 and 31.01.2024.

6. The template for presenting DPRs was accordingly devised (attached as **Annexure-4**) and the concerned PDMCs were directed to present the draft DPRs focusing on the following aspects:

- (i) Improving Experience at Tourist Touchpoints
- (ii) Layout Plans
- (iii) Proposed Overall Layout Visual
- (iv) Minimum Development Obligations to be funded under SD 2.0
- (v) Proposal renders (visualisations)
- (vi) Minimum Development Obligation to be funded by Tourism Experience Development & Management Agency (TEDMA)
- (vii) Operation & Management Service Levels
- (viii) Potential Revenue Sources
- (ix) Operational Cost & Revenue

7. The concerned States/ PDMCs made detailed presentations for following experiences:

Sn.	Destination (State/UT)	Approved Experiences
1	Amritsar, Punjab	Border Tourism Experience at Attari
2	Chumoukedima, Nagaland	Eco-Tourism Experience at Chumoukedima viewpoint
3	Chumoukedima, Nagaland	Adventure Tourism Experience at Jacob Village
4	Colva, Goa	Colva Beach Experience
5	Porvorim, Goa	Porvorim Creek Experience
6	Gandikota, Andhra Pradesh	Gandikota Gorge Experience

8. The Committee reviewed the presentation in detail and following specific observations were made in respect of various experiences:

Sn.	Observations
1.	<p>Border Tourism Experience at Attari, Amritsar, Punjab</p> <ul style="list-style-type: none"> • It was noted that the PDMC has incorporated the observations provided by the Ministry.
2.	<p>Eco-Tourism Experience at Chumoukedima viewpoint, Chumoukedima, Nagaland</p>

Sn.	Observations
	<ul style="list-style-type: none"> • The PDMC was directed to strictly abide by the prescribed DPR template. • The component costing should all-inclusive including MEP cost and not to be added as a separate line item. • It was suggested that the identified service levels and KPIs to be clearly defined and measurable. • Interventions visual should align with components proposed in the experience.
3.	<p>Adventure Tourism Experience at Jacob Village, Chumoukedima, Nagaland</p> <ul style="list-style-type: none"> • The focus should be on adventure experience and therefore other components need to be rationalized. • Site development and landscaping to be kept at minimal and avoid extensive hardscaping. • Provision of additional area to be kept for increasing the accommodation units. • The component costing should all-inclusive including MEP cost and not to be added as a separate line item. • Accordingly, the presentation and cost of the experience to be revised.
4.	<p>Colva Beach Experience, Colva, Goa</p> <ul style="list-style-type: none"> • It was informed that beach management for Colva Beach is under the scope of TEDMA in addition to elements proposed. • PDMC was directed to assess possible interventions to check ingress of sand/ dust outside the beach area in addition to TEDMA scope to maintain the same.
5.	<p>Gandikota Gorge Experience, Gandikota, Andhra Pradesh</p> <ul style="list-style-type: none"> • State/ PDMC informed that part of the project has been placed for tendering by the District Authorities including part of camping zone and parking area and will be funded by the State/ district. • PDMC revised the experience proposal and presented to the committee after taking into account the tender already done by the district authorities

Sn.	Observations
	<ul style="list-style-type: none"> • It was noted that the experience to be kept consolidated and tourist facilities to be located to ensure ease in operations and management. • The Proposed trail was suggested to be designed till the boating area as part of this experience. • Considering the location of the view point and potential to develop additional facilities, a cafeteria may be proposed. • Facilities like changing room, bathing areas to be avoided. • Standalone amenity building to be avoided. • Considering lack of space at boating area, holding space / café may be proposed at the start of boating trail. • PDMC to review the plan in accordance with the observations and submit the revised proposal.

9. Based on the presentations reviewed by the committee, the following experiences are recommended to the CSMC for In-principle approval of the project. The detailed components and project cost recommended by the committee are attached as **Annexure -5**.

Sn.	Approved Experiences	Approved Experiences
1	Amritsar, Punjab	Border Tourism Experience at Attari
2	Chumoukedima, Nagaland	Eco-Tourism Experience at Chumoukedima viewpoint
3	Colva, Goa	Colva Beach Experience
4	Porvorim, Goa	Porvorim Creek Experience

10. The respective States were directed to submit the updated DPR incorporating the observations. The States were also requested to expedite the NOCs and pre-construction clearances. The presentation for DPR also needs to be updated.
11. The remaining experiences to be recast as per the template, guidance note and the directions of Mission Directorate and submit the updated presentation for consideration.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
2.	Ministry of Environment, Forest & Climate Change	Sh Sudheer Chintalapati	Scientist
3.	Ministry of Road Transport & Highways	Sh Hari Mohan Jha	Under Secretary
4.	Ministry of Railways	Sh. Sumeet Singh	Director
5.	Ministry of Civil Aviation	Mr. Chandan Kumar	Section Officer

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Punjab	Sh. Rakesh Kumar Popli	Additional Director PHTPB
2.	Goa	Sh. Sumant Nadkarni	SE GTDC
3.	Andhra Pradesh	Sh. CSN Murthy	CE, APTDC
4.	Nagaland	Sh. Nchumbemo Lotha	Secretary Dept of Tourism

3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. P H Pillai	Director, IFD
2.	Sh. Uttank Joshi	Asstt DG, Swadesh Darshan
3.	Abhisek Kumar	Member, NPMU
4.	Faisal Khan	Member, NPMU

4. List of Participants from the PDMC

Sn.	Name	Designation
1.	Sh. Harsh Goel	Team Leader (Andhra Pradesh, Goa), M/s. INI Design Studio

Sn.	Name	Designation
2.	Smt. Apokla Jamir	Team Leader (Nagaland), M/s. WAPCOS
3.	Sh. TKS Sridhar	Team Leader (Punjab), M/s. L&T JV PwC

Annexure -5

Experience Wise Components and Cost

1. **Experience:** Border Tourism Experience at Attari, Amritsar, Punjab

Sn	Components	Cost (Rs in Lakhs)
1	Entrance Gate, Mural & Vehicular check post	133.24
2	Registration / Information Counter	24.25
3	Shaded pathways integrated with vending & seating	459.83
4	Shaded pathway in queuing area	58.33
5	Signage Boards and Maps	3.16
6	Toilet blocks, Medical Facility, Dustbins, etc	80.50
7	Public Announcement system (3 Nos)	60.00
8	Parking boom barrier at entrance (4 Nos)	6.00
9	DFMDs at Security Check post (13 Nos)	22.75
10	Baggage Scanner (7 Nos)	140.00
11	CCTV cameras, Poles, Server & UPS (62 Nos)	46.86
12	Electrical Building & Outdoor (provision in tourist area)	140.82
13	Civil/electric for installation of Crowd Management System	75.00
14	Comprehensive Annual Maintenance for Crowd Maintenance /Surveillance System	135.00
15	Digital Kiosks for registration + 14 turnstile Gates	80.00
16	Immersive Gallery (civil & equipment cost)	450.00
17	Replacement of Seating at BSF Gallery	145.17
18	Shaded pathway from security check post to BSF Gallery	28.58
	SUB TOTAL (A)	2089.49
	GST (18% of A)	376.11
	SIA Charges (3% of A)	62.68
	Contingency (2% of A)	41.79
	DMO Charges (1% of A)	20.89
	TOTAL (B)	2590.967

2. **Experience:** Porvorim Creek Experience, Porvorim, Goa

Sn	Components	Cost (Rs in Lakhs)
1	Jetty and Terminal Building <i>(Ticketing counter, Souvenir Shop, Cage with indoor children plat area & Coworking desk, toilets and chrqing rooms)</i>	667.91

2	Ekoshim road streetscape development (Kayaking station to Panchayat Terminal with Ekoshim) <i>(Creek road streetscape, seating plaza with street furniture, seating kiosk, EV pickup & drop off points, cycling stands, cycling track, watch tower, softscape, information boards & electric works)</i>	626.77
3	Holy Cross Junction <i>(Food kiosks, Trellis with seating, street furniture and benches & signages, softscapes, & electric works)</i>	15.21
4	Betim/Malim Junction Improvement <i>Civil works and softscapes</i>	8.15
SUB TOTAL (A)		1318.04
GST (18% of A)		237.25
SIA Charges (3% of A)		39.54
Contingency (2% of A)		26.36
DMO Charges (1% of A)		13.18
TOTAL (B)		1634.37

3. **Experience:** Colva Beach Experience, Colva, Goa

Sn	Components	Cost (Rs in Crores)
1	Arrival Avenue, Plaza, Parking & Hawker Zone Development	4.97
2	Pedestrian Bridge	0.19
3	Gazebos	3.08
4	Roundabout development	0.30
5	PHE Works	0.48
6	Electrical & ELC Works	0.52
7	UGT	0.12
8	Signages and Street Furniture	0.38
9	Softscape	0.18
SUB TOTAL (A)		10.22
GST (18% of A)		1.84
SIA Charges (3% of A)		0.31
Contingency (2% of A)		0.20
DMO Charges (1% of A)		0.10
TOTAL (B)		12.67

4. **Experience:** Eco-Tourism Experience at Chumoukedima viewpoint, Chumoukedima, Nagaland

Sn	Components	Cost (Rs in Lakhs)
1	Parking Area	20.35
2	Ticket Counter	3.23
3	Visitor area with Stone Sculptures	70
4	Toilets	15.22
5	Souvenirs and Convenience kiosks	20.75
6	Restaurant/Cafeteria	49.16
7	Site Landscaping	20.47
8	Last Mile Connectivity	250
9	Site Development	66.99
10	Trekking route and footpath	60.83
11	View Point Tower	30.63
12	Renovation work + Solar Lights	27.38
SUB TOTAL (A)		635.01
GST (18% of A)		114.3018
SIA Charges (3% of A)		19.0503
Contingency (2% of A)		12.7002
DMO Charges (1% of A)		6.3501
TOTAL (B)		787.4124
