

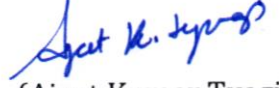
Government of India
Ministry of Tourism
Destination Development Division
(Swadesh Darshan)

Transport Bhawan,
1, Parliament Street,
New Delhi-110001
Dated: 29.04.2024

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

Subject: Minutes of Meeting of the 28th Mission Directorate (MD) under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary, Ministry of Tourism.

I am directed to enclose herewith the Minutes of the 28th Mission Directorate (MD) under Swadesh Darshan 2.0 which was held under the Chairmanship of Additional Secretary, Ministry of Tourism on 25.04.2024 at 11:00 AM for your kind perusal.


(Ajeet Kumar Tyagi)
Assistant Director

Encl: As above

To,

1. The Secretary, Ministry of Culture/ Civil Aviation/ Environment Forest and Climate Change/ 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, Haryana, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Meghalaya, Mizoram, Nagaland, Ladakh UT, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttarakhand, Uttar Pradesh.
3. Chairpersons of Destination Management Committee of concerned destinations (Chumuokedima, Puducherry, The Nilgiris)
4. The President, HAI/ FHRAI/ IATO.
5. The Team Leaders of PDMCs of the Nagaland, Puducherry UT and Tamil Nadu.

Copy to:

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

Proceedings of the 28th Meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 25.04.2024 at 11:00 AM

Agenda 28.1 Leave of Absence

The 28th meeting of the Mission Directorate (MD) was held on 25.04.2024 at 11:00 am under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence is granted to the Committee members, who were unable to attend the meeting.

Agenda 28.2 Confirmation of the proceedings of the 27th MD Meeting

The proceeding of the 27th meeting of the MD were circulated vide letter no. SD-8/15/2020-Part (1) dated 23.04.2024 to all the members. The same were 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 submit the final DPRs as per the template for DPR circulated vide OM SD-8/3/2022-SD dated 29.02.2024 to the Ministry.
3. Final DPRs of the 16 experiences have been received from respective States/UTs and reviewed. The following 13 DPRs are found to be broadly as per the template issued as well as in line with the costs sanctioned by the CSMC. The States were asked to proceed further with the next steps of preparing RFP for selection of agency for development and management of experience as per model template circulated by Ministry of Tourism.

Sn	Destination	Name of the Experience	Date of Submission
1	Mysuru	Tonga ride Heritage experience zone	19.04.2024
2	Mysuru	Ecological Experience Zone	19.04.2024
3	Gwalior	Phoolbagh Experience Zone	21.03.2024
4	Chitrakoot	Spiritual experience at Chitrakoot	21.03.2024

5	Gangtok	Gangtok Cultural Village	22.03.2024
6	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	16.03.2024
7	Nacho	Unlock Nacho Expedition	03.04.2024
8	Mechuka	Mechuka Cultural Haat	03.04.2024
9	Mechuka	Mechuka Adventure Park	03.04.2024
10	Kokrajhar	Kokrajhar Wetland Experience	21.03.2024
11	Jorhat	Reimagining Cinnamara Tea Estate	21.03.2024
12	Bhongir	Bhongir Fort Experience Zone	24.04.2024
13	Ananthagiri	Ecotourism Zone at Ananthagiri	24.04.2024

4. While DPRs for the remaining 3 DPRs were broadly in order and as per template, the following observations were noted:

Sn	Destination	Name of the Experience	Observation
1	Hampi	Setting up of 'Traveller nooks'	NOC from ASI Pending
2	Karaikal	Karaikal beach and waterfront experience	CRZ Clearance pending
3	Chumuouke dima	Tribal Cultural Experience at Midway Retreat	Additional Components included which are not as per the sanction order issued by Ministry. Cost deviation of ₹ 2.35 Cr. from Sanction Cost.

5. The States of Karnataka and UT of Puducherry were asked to ensure necessary clearances are obtained before issuance of RFP.
6. The State of Nagaland was directed to submit the revised DPR as per the Sanction Cost of the project. Further, the State was directed to only include the components which were included in the sanction cost issued by the Ministry vide letter no. SD-8/15/2020-Part(4) dated 05.03.2024.

7. The remaining State/UTs to expedite submission of final DPR to the Ministry as per the timeline committed by them as per the below table:

Sn	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
6	Telangana	Bhongir Fort Experiential Zone	19.03.2024	23.04.2024
7	Telangana	Eco tourism zone at Ananathgiri forest	19.03.2024	23.04.2024
8	Punjab	Eco Tourism experience at Kanjli wetland	18.03.2024	23.04.2024
9	Rajasthan	Spiritual Experience, Keshavraipatan	13.03.2024	23.04.2024
10	Kerala	Kumarakom Bird Sanctuary Experience	20.03.2024	25.04.2024
11	Meghalaya	Meghalayan Age Cave Experience	22.03.2024	25.04.2024
12	Meghalaya	Waterfall Trails Experience	22.03.2024	25.04.2024
13	Andhra Pradesh	Borra Cave Experience at Araku	20.03.2024	25.04.2024

Sn	State/UT	Name of the Experience	Date of Submission by PDMC	Date of Submission Committed
14	Ladakh	Julley Leh Biodiversity Park	22.03.2024	22.04.2024
15	Ladakh	Exploring LOC and Hundarman village Experience	05.03.2024	22.04.2024

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

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

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

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

Sn.	Observations
1.	<p>Adventure Tourism Experience at Jacob Village, Chumuoukedima, Nagaland</p> <ul style="list-style-type: none"> • Ministry informed that the components proposed should be in the line with the adventure theme of the experiences. • Further, Ministry informed that the components of Bird Watching Tower, Sky Bridge and Bamboo Picnic Huts shall not be considered in the proposed experience.
2.	<p>Paradise beach experience, Puducherry</p> <ul style="list-style-type: none"> • State informed that a Cafeteria, restaurant and certain sports activity is already operational at the existing site which is currently being managed by the UT administration.

Sn.	Observations
	<ul style="list-style-type: none"> • Further UT, requested to drop the proposed experience since it planning to propose a green field project and currently looking for alternate site for the proposed experience. • Accordingly, Ministry informed that the Paradise beach experience, Puducherry is dropped.
3.	<p>Nature Trail Experience along Pykara river, The Nilgiris, Tamil Nadu</p> <ul style="list-style-type: none"> • State informed that Paykara Forest Zone and Pine Forest Walk are under the jurisdiction of forest department and is being operated by the EDC. • PDMC informed that these locations have not been included in the proposal. • Further, State requested Ministry to allow some more time for further review of the project.

3. Based on the presentations reviewed by the committee, the following experience is 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 -2**.

Sn.	Destination (State/UT)	Approved Experiences
1	Chumuoukedima, Nagaland	Adventure Tourism Experience at Jacob Village

4. The following experiences were provided in-principle approval by the CSMC for DPR preparation. However, it may be noted that there has been inordinate delay in preparation of the DPR since the sites for the experiences have not been made available till date. Accordingly, Ministry informed that the following experiences have been dropped.

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

Sn.	Destination (State/UT)	Approved Experiences
4	Agartala (Tripura)	Tea Tourism experience at Kamalasangar
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)

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. A presentation on the Model RFP was made covering 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. Various aspects were deliberated and suggestions were given by the States and it was accordingly decided as under:

- (i) The Model RFP (Vol 1 and Vol 2) have been prepared for the guidance of the States/ SIAs/ PDMCs to ensure consistent and uniform implementation of the scheme in line with the sanctions issued for various tourist experience.
- (ii) The tourism experience development and management model has been designed to ensure that these are not treated as engineering and construction projects but tourism product and experience project and agency selected should have necessary capability to deliver the envisaged tourist experience successfully.
- (iii) The State/UT assisted by the PDMCs to suitably customize the RFP documents for project specific technical requirement, specifications, service levels or any other specific project requirements.
- (iv) The land for the project has to be arranged by the SIA free of cost and no fund has to be provided by the Ministry for the same. If there are certain existing revenues from the project site, the States/ SIA may share part of the revenue to be received from the project with concerned agency.
- (v) SIA will be the owner of the project and undertake the tendering process and sign the contract. DMO under the supervision of SIA will be responsible for local coordination, facilitation and oversight on the agency for adherence to service level etc.
- (vi) The sanctioned projects have been analysed for viability during the O&M period and only those tourist experience have been selected, which will generate sufficient funds for successful operations and management. The agency may further be given flexibility to raise revenue from other related activities.
- (vii) Purely Infrastructure oriented interventions without suitable revenue streams are not encouraged unless the States / UTs commit budget for meeting the O&M expenses of the agency during the period.
- (viii) It is mandatory to have minimum five years for O&M, however the States/ SIA may have longer period also. States/UTs may also keep a provision for renewing the contract by 5 years based on its satisfactory performance. The agency may also be provided first right of refusal for next term in subsequent term.

- (ix) Suitable clause may be incorporated to encourage hiring of local manpower for non-managerial positions on the project in line with State rules and regulations (if any).
5. Model RFP (Vol 1 and Vol 2) are enclosed for further action by the States/ SIAs.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Skill Development and Entrepreneurship	Sh. Pritam Dutta	Deputy Secretary
2.	Ministry of Environment, Forest & Climate Change	Dr Sudheer Chintalapati	Scientist, Wildlife Division
3.	Ministry of Civil Aviation	Sh. K Mishra	Under Secretary
4.	Ministry of Housing and Urban Affairs	Smt. Sneh Lata	Deputy Secretary
5.	Ministry of Culture	Sh. Dr R N Kumaran	ASI

2. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Uttank Joshi	Assistant Director General
2.	Sh. Ajeet Kumar Tyagi	Assistant Director
3.	Sh. Faisal Khan	Member NPMU, Swadesh Darshan
4.	Sh. Nikhil Kumar	Member NPMU, Swadesh Darshan
5.	Ss. Karishma Prasad	Member NPMU, Swadesh Darshan
6.	Sh. Abhisek Kumar	Member NPMU, Swadesh Darshan
7.	Smt. Deepika Nagpal	Member NPMU, Swadesh Darshan
8.	Sh. Kunal Singh	Member NPMU, Swadesh Darshan

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. JNS Gopal Naidu	Director, APTA
2.	Arunachal Pradesh	Sh. Gedo Eshi	Deputy Director
3.	Assam	Sh. Kumar Padmapani Bora	Secretary
4.	Chandigarh UT	Sh. Hitesh Bhardwaj	

Sn.	State/UT	Name	Designation
5.	Goa	Sh. Sumant Nadkarni	Superintending Engineer
6.	Gujarat	Sh. Vishal Dhameliya	Zonal Engineer, TCGL
7.	Haryana	Sh. Rajendar Sharma	TIO
8.	Himachal Pradesh	Smt. Manasi Sahay Thakur	Director, HP Tourism
9.	Jharkhand	Smt. Anjali Yadav	Director, DoT
10.	Karnataka	Smt. Rajamma	Joint Commissioner
11.	Kerala	Sh. Vishnu Raj P	Add. Director General
12.	Madhya Pradesh	Sh. Sheo Shekar Shukla	Principal Secretary
13.	Maharashtra	Dr. B N Patil	Director, DoT
14.	Meghalaya	Smt. Dafi Syiem	Deputy Director
15.	Mizoram	Smt. Pi Esther Duhsaki	Engineer
16.	Nagaland	Sh. Nchumbemo Lotha	Secretary
17.	Ladakh UT	Smt. Kunzes Angmo	Director
18.	Puducherry UT	Sh. K Muralidharan	Director
19.	Punjab	Dr. Neeru Katyal Gupta	Director
20.	Rajasthan	Sh. Anand Tripathi	Additional Director
21.	Sikkim	Smt. Shanti Tamang	Chief Engineer
22.	Tamil Nadu	Sh. P. Pushparaj	Joint Director
23.	Telangana	Sh. M Upender Reddy	GM (Projects)
24.	Tripura	Sh. Uttam Pal	Executive Engineer
25.	Uttarakhand	Dr. Pooja Garbiyal	Additional Secretary
26.	Uttar Pradesh	Smt. Anju Chowdary	RTO

4. List of Participants from the PDMC

Sn.	Name	Designation
1.	Sh. Ashutosh Singh	Project Manager (Nagaland), M/s. WAPCOS
2.	Sh. Balakrishnan Iyer	Team Leader (Puducherry & Tamil Nadu), M/s. ASSYSTEM JV PwC

Annexure -2

Experience Wise Components and Cost

Experience: Adventure Tourism Experience at Jacob Village, Chumuoukedima, Nagaland

Sn	Components	Cost (Rs in Lakhs)
1	Entrance gate and Parking Area	126.00
2	Visitor centre with Ticketing and waiting area	110.00
3	Signages	55.00
4	Toilets cum Rest Areas (2 Nos)	74.00
5	Mud Cottages (10 Nos.)	165.00
6	Log huts (5 nos.)	100.00
7	Bamboo House (10 Nos.)	130.00
8	Souvenir Shop (3 Nos)	46.00
9	Craft Haat (3 Nos)	29.00
10	Cafeteria	70.00
11	Adventure Equipment	700.00
12	Internal Pathways	100.00
13	Soil Stabilization including Retaining Wall	100.00
14	Service Block	58.00
15	Site Development and Land Scaping	150.00
16	Zip Line Take off and Landing & Anchoring	120.00
17	ATV Track	50.00
SUB TOTAL (A)		2183.00

Sn	Components	Cost (Rs in Lakhs)
	GST (18% of A)	392.94
	SIA Charges (3% of A)	65.49
	Contingency (2% of A)	43.66
	DMO Charges (1% of A)	21.83
	TOTAL (B)	2706.92