

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

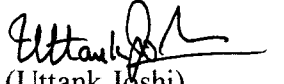
**Transport Bhawan,
1, Parliament Street,
New Delhi**

File no. SD-8/15/2020-SD

Dated 26.08.2022

Subject:- Proceedings of the 4th Mission Directorate under Swadesh Darshan Scheme 2.0 under the chairmanship of Addl. Secretary (Tourism) held on 22.08.2022 at 4.00 PM.

I am directed to enclose proceedings of the 4th Mission Directorate(MD) under Swadesh Darshan Scheme 2.0 under the chairmanship of Addl. Secretary (Tourism) held on 22.08.2022 at 4.00 PM 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 with a request to nominate appropriate representative to attend the meeting.
2. ACS/Principal Secretaries/ Secretaries, Dept. of Tourism, State Governments/ UT Administrations of **Kerala, Meghalaya, Punjab, Tamil Nadu, Tripura, Madhya Pradesh, Haryana, Puducherry, Chandigarh, Lakshadweep**
3. The Deputy 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 4th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 22/8/2022 at 4 PM

Agenda 4.1 Leave of Absence

The 4th meeting of the Mission Directorate was held on 22/8/2022 at 4 PM. The list of attendees is given in Annexure-1. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 4.2 Confirmation of the proceedings of the 3rd meeting

The proceedings of the 3rd meeting issued vide no. SD-8/15/2020 via email dated 28th August were confirmed.

Agenda 4.3 Progress on Empanelment of PDMCs and Model RFP

1. The current status of empanelment of PDMCs was noted.
2. It was further stated that the Ministry of Tourism intends to bring a level of consistency in project design, development and management to ensure quality in program implementation and monitoring. In order to ensure standards and quality in the deliverables, templates for Master Plan and DPRs have been laid down.
3. Accordingly, the NPMU presented the indicative structure of the Model RfP for selection of PDMCs covering:
 - (i) Scope of work
 - (ii) Team structure
 - (iii) Payment milestone
 - (iv) Timelines
 - (v) Consultancy Evaluation Committee
 - (vi) Technical Evaluation
 - (vii) Financial Evaluation
 - (viii) QCBS
4. Templates for Destination Master Plans and Detailed Project Reports (DPRs) were also presented. It was informed that the draft RFP and templates are being finetuned and will be circulated to all the States in due course.

Agenda 4.4 Memorandum of Understanding with States for SD 2.0

It was explained that Swadesh Darshan 2.0 is a holistic mission to transform our tourist destinations into sustainable and responsible destinations and create a conducive ecosystem for tourism and hospitality services. The guidelines envisage an MOU between Ministry and implementing states for collaboration and co-operation in this regard.

Salient features covering the role of Ministry of Tourism and State/ UT government were accordingly presented.

It was further informed that the Ministry intends to sign MOUs with the States before World Tourism Day, wherever destinations have been finalized. The final MOU, after internal approval of the Ministry of Tourism will be circulated to all the States/ UT Administration.

Agenda 4.5 Review of State Perspective Plans (SPP) and Shortlisting of Destinations

1. NPMU presented their appraisal of 7 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?
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 seven SPPs as per above parameters in respect of the following States are enclosed as Annexure-2:

- (i) Puducherry
- (ii) Madhya Pradesh
- (iii) Meghalaya
- (iv) Punjab
- (v) Tamilnadu
- (vi) Tripura
- (vii) Kerala

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. Puducherry

UT assured that the observations on SPP will be complied with.

Two shortlisted destinations of Puducherry and Karaikal were recommended for development under SD 2.0 as per the appraisal report.

2. Madhya Pradesh

State assured that the observations on SPP will be complied with.

It was explained that Khajuraho has been shortlisted as one of the destinations as the Ministry of Tourism has already carried out substantial exercise in preparing master plan and the destination is in line with the guidelines of Swadesh Darshan 2.0. The State accordingly agreed for including Khajuraho for development under SD 2.0

State, however, requested that Chitrakoot, for which proposal was earlier submitted under SD 1.0 and facilities on UP side have already been created under SD 1.0, needs to be taken on priority instead of Gwalior. It was explained that key reforms were introduced in SD 1.0 after high level review of the Scheme and SD 2.0 is a destination centric scheme with focus on sustainable and responsible tourist destinations and Gwalior has accordingly been found in line with SD 2.0 guidelines. It was also suggested to the State that Chitrakoot being a religious and pilgrimage place, is covered under PRASHAD scheme of the Ministry of Tourism.

However, keeping in view State's request, it was decided that NPMU may re-examine the Gwalior vis-à-vis Chitrakoot.

3. Meghalaya

State assured that necessary compliance on the observations will be made. Two shortlisted destinations of Shillong and Sohra were recommended.

4. Punjab

The SPP was found in order and there were no observations. The State further requested that Kapurthala has several attractions of built heritage, intangible heritage, eco-tourism and the State has recently finalized RFPs for public private partnerships for two of the restored historic buildings. There is another major investment from Ministry of Culture in Sultanpur Lodi, which is part of Kapurthala and it would be appropriate if Kapurthala is also taken up for development under SD 2.0.

It was explained that as of now, the Ministry is not considering more than two destinations in each State/ UT and Kapurthala can be taken in place of Patiala. Accordingly, Amritsar and Kapurthala were recommended for development under SD 2.0.

5. Tamil Nadu

The State informed that Mission Director would be notified shortly. Two shortlisted destinations namely Nilgiris and Mamallapuram were recommended for development under SD 2.0

6. Tripura

State assured that observations on SPP will be complied with.

While recommending Agartala, the State requested to consider Dumur lake, which is a greenfield destination instead of Unakoti. NPMU was asked to re-examine Unakoti vis-as-vis Dumur.

7. Kerala

State assured that observations on SPP will be complied with.

Two shortlisted destinations of Beypore and Kumarakom were recommended for development under SD 2.0.

8. Chandigarh

Since it is a single destination UT, it was recommended to be developed under SD 2.0. UT assured to complete SPP within a week.

9. Lakshadweep

Since it is a single destination UT, it was recommended to be developed under SD 2.0. UT assured to complete SPP within a week.

Annexure 1: List of Participants

1. List of participants from Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Railway	Jawed Ansari	Dy. Director, Railway Board
2.	Housing and Urban Affairs	Meenu Bajaj	Under Secretary
3.	Civil Aviation	Mritunjaya Sharma	Dy. Secretary
4.	Road Transport and Highways	Lalatendu Behera	SE(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.	Madhya Pradesh	Sheo Shekar Shukla IAS	Pr. Secretary, Tourism
2.	Lakshadweep	Dr. Rakesh Minhas IAS	Secretary Tourism
3.	Puducherry	P Priytarshny IAS	Addl. Secretary, Tourism
4.	Tamil Nadu	Sandeep Nanduri	Managing Director, TTDC
5.	Tripura	Tarit Kanti Chakma, IAS	Managing Director, TTDC
6.	Punjab	Karnesh Sharma IAS	Director, Tourism
7.	Chandigarh	Roopesh Kumar IAS	Director, Tourism
8.	Kerala	Rajeev Kariyil	Planning Officer, Tourism
9.	Meghalaya	D Syiem	Assistant Director

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	RL Gupta	Under Secretary, Finance
2.	Uttank Joshi	Asst. Director General
3.	Ajit Pal Singh	Assistant Director
4.	Pawas Prasoon	Assistant Director
5.	Anil Oraw	Regional Director
6.	Venkatesan Dhattareyan	Regional Director
7.	Anil Oraw	Regional Director

8.	Faisal Khan	Member, NPMU
9.	Mir Munieb	Member, NPMU
10.	Deepika Nagpal	Member, NPMU
11.	Kunal Singh	Member, NPMU
12.	Aravind Viswanathan	Member, NPMU
13.	Sayani Mitra	Member, NPMU
14.	Karishma Prasad	Member, NPMU

**Annexure II
Evaluation/ Appraisal
of Perspective Plans submitted by States and Union Territories
under Swadesh Darshan 2.0**

Name of the State/ UT: Puducherry UT

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 UT 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 UT 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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3
2	Policy Environment	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
3	Product Development and Partnership with Private Sector	No	New tourism products not defined correctly
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	Online booking of the accommodation has been opted as not available.
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. Dubrayapet (Coastal) 2. Nehru Street (Heritage) 3. Yanam (Spiritual)
<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	All Projects are physically complete
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	State to submit completion certificate within 1 month of completion of the project which is awaited till date.
4	Has State/ UTA furnished O&M details for projects as per the	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3

#	Item	Yes/ No	Comments
	templates of SD-7127/2020 dated 06.06.2021?		months of completion of project which is awaited till date.
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	Submitted vide their letter dt. 21.07.2022.

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: Puducherry

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Well known tourist destination near Chennai with Culture and Heritage Tourism and Beach Tourism being the predominant tourist themes. • The destination has nearly 22 tourist attractions.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • It has a national airport (expansion of airport by AAI in pipeline) • It is well connected by rail • It is connected via road through NH 66, 45-A and East Coast Road.
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> ▪ Puducherry is part of Southern tourist circuit including Chennai-Mahabalipuram tourist circuit. ▪ It is also part of Tamil Nadu's Cultural tourism itineraries.
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination has an average tourist footfall of 18.62 Lac annually (with 1.3 lac being foreign tourists).

		<ul style="list-style-type: none"> It has nearly 478 accommodation units with 9,880 rooms including 14 classified star hotels.
5	Future tourism potential	<ul style="list-style-type: none"> It has a wide scope for developing new attractions for Wellness, MICE, Cruise, Adventure Tourism and Beach Tourism. Sufficient lands of more than 900 Acres have been identified for developing the tourism projects. A comprehensive tourism policy is also in the pipeline to attract the private investment in the tourism sector. Puducherry has the potential to be transformed from a weekend to weeklong destination.

Name of the Second Shortlisted Destination: Karaikal

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Karaikal is the second most visiting destination in the UT with spiritual tourism as the major tourism theme. The destination has 10 attractions.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> Puducherry is the nearest national airport (130 km) while nearest international airport is in Thiruchirappalli (150 kms). The destination is well connected by rail and national highway 32.
3	Connectivity to any tourist circuit	It is part of the Southern Pilgrim Circuit and Navagraha Pilgrim Circuit
4	Current tourism eco system	<ul style="list-style-type: none"> The destination has an average tourist footfall of 2.66 Lac annually. The destination has nearly 50 accommodation units with 1,025 rooms including one classified star hotel.
5	Future tourism potential	<ul style="list-style-type: none"> The destination has several major tourism projects implemented by the Government of Puducherry and Ministry of Tourism, GoI. The destination also forms as a major gateway to various places of worship in the eastern coast of Tamil Nadu including Velankanni for Christians and Nagore for Muslims nearby.

		<ul style="list-style-type: none">• The destination has further potential for development of Culture & Heritage and Beach tourism
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Name of the State/ UT: Madhya Pradesh

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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
6	Digitisation of Tourism Information	No	Number of Travel Agents/Tourist Guides not provided in Section 7.2
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. Panna (Wildlife) 2. Sanchi (Buddhist) 3. Gwalior (Heritage) 4. Gandhisagar (Eco)
<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	All Projects are physically complete.
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	State to submit completion certificate within 1 month of completion of the project. State has submitted for 3 out of 4 projects.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of the project

#	Item	Yes/ No	Comments
			State has submitted for 3 out of 4 projects. However, State to submit O&M detail for 1 project by 31 st Sept. 2022.
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	Submitted vide their letter dt. 18.07.2022.

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: Gwalior

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Gwalior is one of the top 10 destination in the state with Culture and Heritage as the major tourism theme. The destination has nearly 18 tourist attractions. Gwalior is known for its musical heritage and well known Tansen Music Festival (5 nights) is organised annually.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> The destination is well connected through air with a national airport within Gwalior. Railway Station as well as by road through National Highway 44, 46 and 719.
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> The destination is part of tourist circuits including destinations such as Orchha, Delhi, Shivpuri, Jhansi, Chanderi and Datia. Few inter- state circuits also include Agra, Jaipur and Delhi due to its geographical proximity.

#	Item	Remarks
4	Current tourism eco system	<ul style="list-style-type: none"> The destination has a tourist footfall of more than 50 Lac tourists annually, one of the highest in the state. Gwalior has nearly 32 Hotels with 1,065 rooms including one classified star hotel.
5	Future tourism potential	<ul style="list-style-type: none"> State government has undertaken Master planning exercise for the destination. It is envisaged to develop the destination as a Special Tourism Zone. The destination has further potential for development of Culture & Heritage tourism

Name of the Second Shortlisted Destination: Khajuraho

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> The destination has 12th century group of temples and also an UNESCO World Heritage Site. The destination is also famous for the Annual Khajuraho dance festival held in February every year. Culture and heritage are the predominant tourism themes of the destination.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> The destination has an airport providing flight connectivity to important cities like Delhi, Mumbai, Hyderabad, Varanasi and Indore. The destination is also directly connected via rail and road (through National Highway-75)
3	Connectivity to any tourist circuit	Destination is part of Heritage and Cultural circuits of the state
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts nearly 3.5-4 Lac tourist annually with around 40,000-50,000 being foreign tourists (2019-20). The destination has over 60 accommodation facilities including luxury hotels and resorts.
5	Future tourism potential	<ul style="list-style-type: none"> The destination has further potential for development of Culture & Heritage Tourism. Ministry of Tourism in consultation with the state have taken up the destination

#	Item	Remarks
		masterplan of the destination for its development as an iconic destination. A comprehensive Masterplan already final to a large extent which will expedite destination development.

Name of the State/ UT: Meghalaya

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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	No	New tourism products not defined correctly
4	Quality Certification Schemes	Yes	The state is not implementing all the Quality Certification

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
			Schemes of MOT such as Star Classification.
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	Number of Travel Agents/Tourist Guides not provided in Section 7.2
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. Khasi Hills (North East) 2. Umiam (North East)
<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	1 project complete.
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	State to submit completion certificate within 1 month of completion of the project which is awaited till date.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of project.

#	Item	Yes/ No	Comments
			Submitted for Umiam (North East) project.
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	Submitted for Umiam (North East) project vide letter dt. 20.07.2022.

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: Shillong

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Shillong is the top tourist destination of the state with Eco Tourism, Culture & Heritage as the predominant tourism themes. The destination has nearly 66 tourist attractions.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> Being the state capital, it is well connected through air with a national airport and by road through National Highway 40. The nearest Railway Station is situated in Guwahati (97 kms).
3	Connectivity to any tourist circuit,	The destination is part of North-East circuit being developed by Ministry of Tourism.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts more than 6.5 Lac tourist yearly, one of the highest in the state The destination has nearly 376 Hotels with 3,376 rooms including two classified hotels.
5	Future tourism potential	<ul style="list-style-type: none"> Major tourism projects under ADB are under planning (Shillong Peak Ropeway). State government has undertaken Master planning exercise for the destination.

#	Item	Remarks
		<ul style="list-style-type: none"> The destination has further potential for development of Eco tourism, Adventure and rural tourism

Name of the Second Shortlisted Destination: Sohra

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Sohra (Cheerapunjee) is the second most visited tourist destination of the state with Eco Tourism, Culture & Heritage as the predominant tourism themes. The destination has nearly 57 tourist attractions.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> It is located at a 2-3 hours journey from Shillong. It is connected via Shillong airport and Guwahati railway station (146 kms). The nearest Highway is National Highway 5.
3	Connectivity to any tourist circuit	It is part of recommended travel itineraries by the State Government.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts an average of 3.1 Lac tourists annually. Shohra has nearly 147 accommodation facilities (including homestays) with 629 rooms.
5	Future tourism potential	<ul style="list-style-type: none"> Development of hospitality complex and heritage village is being planned under NDB at Sohra. State government has also undertaken Master planning exercise for the destination. The destination has further potential for development of Eco tourism, Adventure and rural tourism

Name of the State/ UT: Punjab

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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3.
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	No	New tourism products not defined correctly
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
6	Digitisation of Tourism Information	No	The number of Travel Agents / Tourist Guides listing online is not provided. The field for Online Booking of Tourist Guides is left blank
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	Project: 1. Amritsar (Heritage)
<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	Project scheduled to be completed by 31.12.2022.
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?	NA	Project scheduled to be completed by 31.12.2022.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	NA	Project scheduled to be completed by 31.12.2022.
5	Has State/ UTA furnished O&M details for revenue generating	NA	Project scheduled to be completed by 31.12.2022.

#	Item	Yes/ No	Comments
	components as per the template shared in Office Letter dated 24.06.2022?		

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: Amritsar

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Amritsar is the cultural capital and the second largest city of Punjab. Amritsar is a major cultural, transportation and economic centre. It has 17 tourist attractions with the Spiritual/Pilgrimage tourism as its major tourism theme.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> Amritsar is well connected via air having an international airport. It is also connected to all the major cities by Rail and Road by NH-1, SH 21 and Delhi-Amritsar-Katra Expressway (under implementation).
3	Connectivity to any tourist circuit	It is part of in Punjab Heritage circuit as well as part of the itineraries of Himachal Pradesh and Jammu & Kashmir states due to its strategic location.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts an average 7 Cr tourists annually including 5.4 Lac foreign tourists. The destination has 299 accommodation facilities available with 20,109 rooms including 5 classified star hotels
5	Future tourism potential	<ul style="list-style-type: none"> State government has undertaken Master planning exercise for the destination. The city is central to the state's tourism policy as well.

#	Item	Remarks
		<ul style="list-style-type: none"> • State run Bhagwan Valmik Panorama is the important project in pipeline. • The destination has further potential for development of culture and heritage and pilgrimage/spiritual tourism.

Name of the Second Shortlisted Destination: Patiala

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> • Patiala is one of top tourist destinations of the state. The major tourism theme are Culture, Heritage, and Religions. • Gurudwara Dukh Niwaran Sahib is an important religious place. • The destination has nearly 18 tourist attractions.
2	Connectivity by Air, Rail and Road including local travel	It is well connected via Chandigarh international airport 68 kms away, by rail and by road through NH-7 and State Highway.
3	Connectivity to any tourist circuit	It is part of State's Heritage circuit
4	Current tourism eco system	<ul style="list-style-type: none"> • The destination attracts an average of 9.8 Lac tourists visiting annually • The destination has 41 accommodation units with 789 rooms.
5	Future tourism potential	<ul style="list-style-type: none"> • Several major tourism projects funded by ADB are implemented such as: <ul style="list-style-type: none"> ➤ Patiala Heritage Conservation and tourism Development Project, ➤ Conservation work at Ranbas, Qila Mubarak, Moti Mahal. ➤ Mohinder Kothi Medal Gallery and Museum (in pipeline) • State government has undertaken Master planning exercise for the destination. • The destination has further potential for development of culture and heritage tourism.

Name of the State/ UT: Tamil Nadu

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?	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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-
5	Tourism Statistics	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
6	Digitisation of Tourism Information	No	The number of Travel Agents / Tourist Guides listing online is not provided. The field for Online Booking of Tourist Guides is left blank
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	Project: 1. Chennai (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?	Yes	--
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-7127/2020 dated 06.06.2021?	Yes	--
5	Has State/ UTA furnished O&M details for revenue generating	Yes	Submitted vide their letter dt. 15.07.2022.

#	Item	Yes/ No	Comments
	components as per the template shared in Office Letter dated 24.06.2022?		

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: The Nilgiris

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> The Nilgiris is one of the top 10 destination in the state with Eco, Wildlife, Hill Station as the predominant tourism themes. The destination has nearly 25 tourist attractions. The Destination has wide array of attractions including Hill stations, Nilgiris Biosphere Reserve (the largest protected forest area in India), Mudumalai Tiger Reserve, tea plantations and the iconic Nilgiri Mountain Railway, etc.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> The destination is accessed via air with an International Airport in Coimbatore (87 kms) and is well connected via rail with railway station in Ooty. It is also well connected by road through National Highway 181 and State Highway 15.
3	Connectivity to any tourist circuit,	The destination is part of 5 tourist circuits including UNESCO World Heritage Sites Circuit, Tea Trails, Nilgiris cycling and Wildlife tourism circuits.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination attracts an average of 1.5 Cr tourists visiting annually. The destination has nearly 358 Hotels with 4,135 rooms including 21 star classified hotels.

#	Item	Remarks
5	Future tourism potential	<ul style="list-style-type: none"> State government has undertaken Master planning exercise for the destination. The destination has further potential for development of Eco and Adventure tourism.

Name of the Second Shortlisted Destination: Mamallapuram

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> The destination is an UNESCO designated World Heritage Site with Heritage, Culture and beach tourism as its predominant tourism themes. The group of monuments in Mamallapuram is one of the five most visited Centrally protected monuments in India by domestic and foreign visitors.
2	Connectivity by Air, Rail and Road including local travel	The destination is 1.5-hour drive from Chennai (58km) along the East Coast Road; hence well connected via air, rail and road.
3	Connectivity to any tourist circuit	Part of State's Cultural tourist itineraries including Chennai- Mamallapuram circuit.
4	Current tourism eco system	<ul style="list-style-type: none"> The destination has an average tourist footfall of nearly 1.5 Cr annually (in 2017). The destination has nearly 70 Hotels
5	Future tourism potential	<ul style="list-style-type: none"> Ministry of Tourism in consultation with the state have taken up the destination masterplan of Mamallapuram for development as an iconic destination. A comprehensive Masterplan already final to a large extent which will expedite destination development. The destination has further potential for development of culture and heritage and beach tourism.

Name of the State/ UT: Tripura

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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3.
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	The state is not implementing all the Quality Certification

Are all the fields of the SPP provided by the State/ UTA complete and in order?			
#	Name of the Field	Yes/ No	Comments
			Schemes of MOT such as Star Classification.
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	No	The number of Travel Agents / Tourist Guides listing online is not provided. The field for Online Booking of Tourist Guides is left blank
7	State Performance in implementation of SD 1.0	No	The State performance in SD 1.0 needs to be corrected.

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. Agartala (North East) 2. Unakoti (North East)
<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	-
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?	NA	Projects not completed.

#	Item	Yes/ No	Comments
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	NA	Projects 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?	NA	Projects 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: Agartala

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Agartala is the top tourist destination of the state with Cultural and Heritage as the predominant tourism theme. The destination has nearly 24 tourist attractions with an average of 8.1 Lac tourist visiting annually, one of the highest in the state.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> Being the state capital, it is well connected through air with an international airport, railway station within the city and by road through National Highways 8 and 108B..
3	Connectivity to any tourist circuit	The destination is part of all state tourist circuits
4	Current tourism eco system	Agartala has nearly 44 Hotels with 1,081 rooms including one classified star hotel.
5	Future tourism potential	<ul style="list-style-type: none"> Several important tourism development projects are being implemented/in pipeline in the destination such as:

#	Item	Remarks
		<ul style="list-style-type: none"> ➤ Development of Ujjayanta Palace and Border Ceremony Facility at Akhaura (under SD 1.0) ➤ Setting up of the National Level Museum and Art Centre at Kunjaban Palace Complex. • The destination also serves as a land port with Bangladesh, making it an international gateway to India. • The destination has further potential for development of culture and heritage tourism.

Name of the Second Shortlisted Destination: Unakoti

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> ▪ Unakoti is one of the top tourist destinations of the state with Culture & Heritage as the predominant tourism themes. • The destination has nearly 20 tourist attractions with an average of 30,000 tourists visiting annually.
2	Connectivity by Air, Rail and Road including local travel	It is connected via Agartala airport (128 kms) and nearest railway station is in Kumarghat (19 kms).
3	Connectivity to any tourist circuit	It is also part of Dhalai-North, Tripura tourist circuit developed under the Ministry of Tourism (PIDDC).
4	Current tourism eco system	Unakoti has nearly 8 accommodation facilities with 111 rooms.
5	Future tourism potential	<ul style="list-style-type: none"> ▪ State government has also undertaken Master planning exercise for the destination. • The destination also has potential for rural and eco-tourism due attractions such as Agar Plantation, Pineapple plantation, tea gardens, Rowa wildlife sanctuary, etc.

Name of the State/ UT: Kerala

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	No	Mismatch in Tourism attraction and Tourist footfall data provided in Section 2.4 for destinations compared to data provided Proposed Destinations in Annexure 1 Section 4.3.
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	No	The number of Travel Agents / Tourist Guides listing online is not provided. The field for Online Booking of Tourist Guides is left blank
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. Gavi (Eco). 2. Malabar (Rural). 3. Padmanabha (Spiritual). 4. Sabarimala (Spiritual) 5. Sivagiri (Spiritual).
<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
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	State to submit completion certificate within 1 month of completion of the project. Submitted for 1 out of 2 projects.
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	No	State to submit O&M details of specified assets (Cafeteria, TFC & Toilet) within 3 months of completion of the project.

#	Item	Yes/ No	Comments
			Submitted for 1 out of 2 projects.
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	Submitted vide their letter dt. 20.06.2022.

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: Bepore

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> Bepore, near Kozhikode and has beach tourism as the predominant tourism themes. Bepore port is also one of the oldest ports in Kerala. It has 9 tourist attractions with an average 2.5 lac tourists visiting annually.
2	Connectivity by Air, Rail and Road including local travel	It is well connected via air with nearest International Airport at Calicut (23 kms), via rail with railway station at Feroke (7 kms) and district roads.
3	Connectivity to any tourist circuit	The destination is part of the Kappad - Kozhikode - Bepore circuit.
4	Current tourism eco system	It has nearly 90 accommodation units available with 2,400 rooms including 15 classified star hotels.
5	Future tourism potential	<ul style="list-style-type: none"> State govt. funded Blue Marina Project, Bepore is the major project under pipeline. The destination has potential for further development of Culture & Heritage and beach tourism.

Name of the Second Shortlisted Destination: Kumarakom

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Kumarakom located near Kottayam is one of the top tourist destinations of the state with Cruise and wildlife tourism as the predominant tourism themes.
2	Connectivity by Air, Rail and Road including local travel	It has around 20 important attractions including the Kumarakom bird sanctuary with nearly 5.5 lac tourist visiting annually.
3	Connectivity to any tourist circuit	The destination is well connected via Cochin International Airport (85 kms) and State highway 42.
4	Current tourism eco system	<ul style="list-style-type: none"> • It is part of all the important itineraries of Kerala. • It has 45 accommodation units including homestays and prominent luxury resorts.
5	Future tourism potential	<ul style="list-style-type: none"> • It is part of the Vembanadu – Kol wetlands, identified as Ramsar site of international importance in 2002. • Entire Kumarakom Panchayat including the Vembanadu Lake has been delineated as the special tourism zone. • The destination has further potential for development of Wellness and Eco-tourism. • Ministry of Tourism in consultation with the state have taken up the destination masterplan of the destination for its development as an iconic destination. A comprehensive Masterplan already final to a large extent which will expedite destination development.
