

**Government of India
Ministry of Tourism**

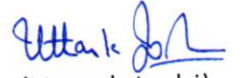
Parivahan Bhawan,
1, Sansad Marg,
New Delhi

File no. SD-8/15/2020-SD-Part(2)

Dated 06.10.2023

Subject:- Proceedings of the 14th Mission Directorate Meeting under Swadesh Darshan 2.0 held on 03.10.2023

I am directed to enclose minutes of the 14th Meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 03.10.2023 at 3.00 PM in virtual mode. The proceeds of the said meeting is enclosed for kind perusal.


(Uttank Joshi)

Asstt. Director General

Encl. As above

To

As per the enclosed list

(i).	Representatives of the Ministries of <ol style="list-style-type: none"> 1. Culture 2. Civil Aviation 3. Environment, Forest & Climate Change 4. Housing and Urban Affairs 5. Road Transport and Highways 6. Skill Development and Entrepreneurship 7. Railways
(ii).	ACS / Principal Secretaries / Secretaries, State Mission Directors, Department of Tourism and Heads of Designated SIA (Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand).
(iii).	District Collectors/District Magistrate, Chairpersons of Destination Management Committee (DMC) of YSR Kadapa, North Goa, South Goa, Gwalior, Satna, The Nilgiris, Vikarabad, Shi Yomi, Kokrajhar, Kargil, Kozhikode, Kumarakom, Jodhpur, Puducherry, Karaikal.
(iv).	Representatives of Travel Trade and Hospitality Industry <ol style="list-style-type: none"> 1. IATO 2. HAI 3. FHRAI
(v).	Director (Swadesh Darshan)
(vi).	Director, Finance

Proceedings of the 14th meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held 03/10/2023 at 03:00 PM

Agenda 14.1 Leave of Absence

The 14th meeting of the Mission Directorate (MD) was held on 03/10/2023 at 03:00 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 14.2 Confirmation of the proceedings of the thirteenth Meeting

The proceedings of the thirteenth meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 18/09/2023 were confirmed.

Agenda 14.3 Progress on compliances with Swadesh Darshan 2.0 Pre-Requisites

1. The State/UT wise status of pending compliances were discussed and following observations were made:

Sno	State	Pending Pre-requisites	Remarks
1	Himachal Pradesh	Signing of Agreement with selected PDMC	It was informed that Agreement with selected PDMC is signed.
2	Gujarat	MoU	The State informed that the tripartite MoU to be signed by 03.10.2023.
3	Jharkhand	Signing of Agreement with selected PDMC	The State was directed to sign the agreement within a week.
4	Maharashtra	Signing of Agreement with selected PDMC	It was informed that Agreement with selected PDMC is signed.
5	Manipur	(i). MoU	The State informed that the tripartite MoU to be signed within a week.
6	Odisha	(i). SIA (ii). MoU	The State informed that the file is in Chief Minister's office for approval.

Agenda 14.4 Status of Engagement of PDMCs and request for sanction of funds

The request of the State of Gujarat for fund release was not found in order. The State of Gujarat informed that the fund release request will be submitted in correct format by 03.10.2023.

Agenda 14.5 Meetings of the Consultancy Monitoring Committee

1. It was noted that following 7 State / UT have not conducted meetings of the Consultancy Monitoring Committee (CMC):
 - (i). Arunachal Pradesh
 - (ii). Gujarat
 - (iii). Karnataka
 - (iv). Ladakh UT
 - (v). Mizoram
 - (vi). Tripura
 - (vii). Uttarakhand
2. It was Instructed to States/UTs to conduct CMC meetings regularly at least once in a month.
3. Accordingly, the States/ UTs were directed to hold the CMC meetings and upload the proceedings on the NIDHI portal.

Agenda 14.6 Progress of PDMC Deliverables of Inception Report

1. It was noted that the first deliverable of inception report has been submitted by all PDMCs.
2. It was noted that for Nacho destination in Arunachal Pradesh, revised inception report is yet to be submitted. The State of Arunachal Pradesh was directed to submit the revised inception report after incorporating the observations of Ministry.

Agenda 14.7 Progress of PDMC Deliverables of Master Plan and DPRs

1. The current status of submission of Master Plan, Strategy and Action Plan (Iteration-01) for below States were found pending:

Sn	State	Destination	Master Plan Iteration -1
1	Uttar Pradesh	Prayagraj	Not Submitted
2	Uttar Pradesh	Naimisaranya	Not Submitted
3	Arunachal Pradesh	Nacho	Due on 3/10
4	Nagaland	Niuland	Not Submitted
5	Nagaland	Chumoukedima	Not Submitted

2. It was informed that the State of Uttar Pradesh has submitted the Master Plan Iteration-01.
3. The State of Nagaland was instructed to submit the Master Plan Iteration-01.
4. It was also informed that PDMCs have to revise the draft master plan (iteration 1) and submit the same after compliance with the observations of the NPMU and Revised template incorporating the guidance notes.
5. The States/ UT were further directed to review the deliverables from PDMCs taking into account the observations shared and guidance notes on Master Plan Strategy & Action Plan as per revised template and share the revised Master Plan Iteration-01 by 10.10.2023.

Agenda 14.8 Review of approved Experiences for DPR Package -1 (20 experiences)

1. CSMC in its 6th meeting has approved 20 experiences for preparation of DPR Package 1 after incorporating the observations made by CSMC and Mission Directorate:

Sn	State/UT	Destinations	Experiences
(i).	Karnataka	Mysuru	1. Ecological Experience Zone at Mysuru
			2. Tonga ride Heritage experience zone at Mysuru
(ii).	Karnataka	Hampi	3. Setting up of 'Traveller nooks' at Hampi

Sn	State/UT	Destinations	Experiences
(iii).	Uttarakhand	Pithoragarh	4. Rural Tourism Cluster Experience at Gunji
(iv).	Uttarakhand	Champavat	5. Tea Garden Experience at Champavat
(v).	Telangana	Bhongir	6. Bhongir Fort experiential Zone
(vi).	Punjab	Amritsar	7. Border Tourism Experience at Attari
(vii).	Meghalaya	Sohra	8. Meghalayan age Cave Experience at Sohra
			9. Sohra Waterfall Trails experience
(viii).	Ladakh UT	Leh	10. Juley Leh Biodiversity Park
			11. Winter Sports Arena at Leh lake
(ix).	Meghalaya	Shillong	12. Police Bazaar-Wards Lake Culture Zone at Shillong
			13. Polo Precinct Area at Shillong
(x).	Sikkim	Gangtok	14. Gangtok MG road experience
			15. Gangtok Cultural Village
(xi).	Tamil Nadu	Mamallapuram	16. Immersive experience at Shore Temple
(xii).	Tripura	Agartala	17. Tea Tourism experience at Kamalasagar, Agartala
			18. Tripura Heritage Village experience at Agartala
(xiii).	Assam	Jorhat	19. Reimagining Cinnamara Tea Estate at Jorhat
(xiv).	Punjab	Kapurthala	20. Eco Tourism experience at Kanjili wetland, Kapurthala

2. For the intervention in Tamil Nadu, it was instructed to State to check the Memorandum of Understanding with Renault Nissan Technology and Business Centre for any overlap of project components.
3. The State of Assam was instructed to expedite the land related issue for the proposed intervention in the State.

4. It was directed to States/UTs to expedite the submission of project brief, Walkthrough, and visually appealing layout.
5. It was directed to the States to expedite the submission of DPR Package-01 for these approved interventions by 10.10.2023.

Agenda 14.9 Review of Shortlisted Experiences for DPR Package -1 (17 experiences)

1. Based on the review of Master Plans (Iteration-01) Strategy and Action Plan presented by various PDMCs for remaining destinations, the following experiences have been shortlisted for end-to-end tourist experience improvement plan as per guidance note issued:

Sn	Destination (State/UT)	Shortlisted Experiences
1.	Gandikota, Andhra Pradesh	1. Gandikota Gorge Experience
		2. Gandikota Fort Experience
2.	Porvorim, Goa	3. Porvorim Creek Experience
3.	Colva, Goa	4. Colva Beach Experience
4.	Gwalior, Madhya Pradesh	5. Phoolbagh Experience zone
5.	Chitrakoot, Madhya Pradesh	6. Spritual experience through ghats of Chitrakoot
6.	The Nilgiris, Tamil Nadu	7. Nature Trail Experience along Pykara river, Ooty
7.	Ananthagiri, Telangana	8. Eco tourism zone at Ananathgiri forest
8.	Mechuka, Arunachal Pradesh	9. Mechuka Cultural Haat
		10. Mechuka Adventure Park
9.	Kokrajhar, Assam	11. Kokrajhar Wetland Experience
10.	Kargil, Ladakh UT	12. Exploring LOC and Hundarman village experience
11.	Kumarakom, Kerala	13. Kumarakom Bird Sanctuary
12.	Kozhikode (Beypore), Kerala	14. Chaliyam Fort Experience
13.	Jodhpur, Rajasthan	15. Marwar's Heritage Experience Zone
14.	Puducherry, Puducherry UT	16. Paradise beach experience at Puducherry

Sn	Destination (State/UT)	Shortlisted Experiences
15.	Karaikal, Puducherry UT	17. Karaikal beach and waterfront experience

2. A brief presentation was made about the proposed experiences. It was noted that wherever forest department or ASI is involved, the clearance from the concerned agency has to be taken and they should be on board before DPR is finalized. The Ministry of Tourism will also take up with Ministry of Environment and ASI for the same.
3. It was also noted that number of experiences are not limited and the States and Destinations, which come up with end-to-end transformative experiences with sustainable operations and management, the same will be considered by the Ministry. Accordingly, amount allocated for each destination may be enhanced.
4. These experiences will be presented in the next CSMC meeting for in-principal approval.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Culture	Sh. R. N. Kumaran	Dy. Superintending Archaeologist, ASI
2.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
3.	Ministry of Road Transport and Highways	Sh. Ghanshyam Kumar	Superintendent Engineer-Planning
4.	Ministry of Railways	Sh. Sumeet Singh	Director, Tourism & Catering
5.	Ministry of Environment, Forest & Climate Change	Dr. Sudheer	Scientist

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	FHRAI	Sh. Jaison Chacko	Sec General
2.	HAI	Smt. Charulata Sukhija	Deputy Secretary General

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. C.S.N. Murthy	Chief Engineer, APTDC
2.	Arunachal Pradesh	Sh. K.N. Damo	Director Tourism
3.	Arunachal Pradesh	Smt. Rita Yorong	District Tourism Officer Shi-Yomi District
4.	Assam	Sh. Kumar Padmapani Bora	Principal Secretary and MD ATDC
5.	Chandigarh UT	Sh. Rohit Gupta	Director Tourism
6.	Goa	Sh. M.P. Balan	Superintendent Engineer, GTDC

Sn.	State/UT	Name	Designation
7.	Goa	Smt. Sharmila Gaokar	Dy Collector, South Goa District
8.	Gujarat	Sh. Hiren Pandit	GM Project, TCGL
9.	Himachal Pradesh	Smt. Rakhee Singh	Joint Director Tourism
10.	Jharkhand	Smt. Anjali Yadav	Director Tourism
11.	Karnataka	Smt. Anitha Bhaskar	Deputy Director, Tourism
12.	Kerala	Sh. Prem Kishnan	Additional Director General, Dept of Tourism
13.	Kerala	Sh. Robin	DTPC Secretary Kottayam
14.	Kerala	Smt. Shelsa suni	Deputy Collector, Kozhikode
15.	Ladakh UT	Sh. Kunzes Angmo	Director Tourism
16.	Madhya Pradesh	Sh. Swapnil	Civil Engineer - Planning, MPTD
17.	Maharashtra	Sh. B.N. Patil	Director Tourism
18.	Manipur	Sh. W. Ibohal Singh	Director Tourism
19.	Meghalaya	Smt. Daphi Sayiem	Dy. Director Tourism
20.	Meghalaya	Smt. Anendya Raajsshre	Assistant Commissioner, East Khasi Hills District
21.	Mizoram	Dr. R. Lalrinchhiani	Deputy Director
22.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism
23.	Odisha	Smt. Ellora Bharati Jena	Joint Secretary
24.	Puducherry UT	Sh. D. Manikandan	Secretary, Dept of Tourism
25.	Punjab	Smt. Amanpreet Kaur Sandhu	ADC, Kapurthala District
26.	Punjab	Sh. Rakesh Kumar Popli	Addl. Director, Directorate of Tourism
27.	Rajasthan	Sh. Rajesh Sharma	Joint Director Tourism
28.	Sikkim	Sh. Prakash Chettri	Secretary, Dept of Tourism & Civil Aviation
29.	Tamil Nadu	Sh. Sandeep Nanduri	Director, TTDC

Sn.	State/UT	Name	Designation
30.	Telangana	Sh. Manohar Rao	Managing Director, TSTDC
31.	Telangana	Sh. Hanumantha Rao	Ananthagiri DYSO, Vikarabad District
32.	Tripura	Sh. Tapan Kumar Das	Director Tourism
33.	Tripura	Sh. Sajal Biswas	ADM, Unakoti district
34.	Uttarakhand	Dr. Pooja Garbiyal	ACEO- Infrastructure UTDB & AS (Tourism)
35.	Uttarakhand	Sh. Kirti Arya	DTDO, Pithoragarh district

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

Sn.	Name	Designation
1.	Sh. Prashant Ranjan	Director (T), Swadesh Darshan
2.	Sh. Haridarshan Pillai	Director, Finance
3.	Sh. Uttank Joshi	Asst. DG (Swadesh Darshan)
4.	Faisal Khan	Member, NPMU
5.	Karishma Prasad	Member, NPMU
6.	Abhisek Kumar	Member, NPMU
7.	Nikhil Kumar	Member, NPMU
8.	Kunal Singh	Member, NPMU
9.	Vivek Mehta	Member, NPMU