

Government of India  
Ministry of Tourism  
(Swadesh Darshan Division)

Transport Bhawan,  
Parliament Street,  
New Delhi-110001

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

Dated 14.07.2023

**OFFICE MEMORANDUM**

**Subject: Proceedings of the 11<sup>th</sup> meeting of the Mission Directorate of Swadesh Darshan 2.0 Scheme was held on 11.07.2023 at 3 PM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode.**

I am directed to enclose herewith the proceedings of the 11<sup>th</sup> meeting of the Mission Directorate of Swadesh Darshan 2.0 Scheme, which was held on 11.07.2023 under the Chairmanship of Additional Secretary (Tourism) for kind perusal.



(Uttank Joshi)

Asstt. Director General (SD)

Encl: As above

To,

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship / Railways with a request to nominate appropriate representatives to attend the meeting.
2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism/ MDs of Designated SIA of all States/UTs where destinations have been notified under SD 2.0 (Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh UT, Goa, Gujarat, Jammu and Kashmir UT, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand).

3. The Regional Director, India Tourism Delhi / Kolkata / Guwahati/Mumbai/Chennai
4. The President, HAI / FHRAI / IATO
5. Managers/Assistant Managers of MoT of respective States/UTs.

**Copy to: -**

1. Additional Secretary, Ministry of Tourism.
2. Director (SD), Ministry of Tourism.
3. Director (F), Ministry of Tourism.
4. M/s. EY, NPMU, Swadesh Darshan Scheme

**Proceedings of the 11<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) to be held on 11/07/2023 at 03 00 PM**

**Agenda 11.1 Leave of Absence**

The 11<sup>th</sup> meeting of the Mission Directorate was held on 11/07/2023 at 3 PM under the Chairmanship of Additional Secretary (Tourism) in Hybrid 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 11.2 Confirmation of the proceedings of the tenth meeting**

The proceedings of the tenth meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 19/05/2023 were confirmed.

**Agenda 11.3 Action taken report on previous Mission Directorate Meetings**

1. The status of action taken on minutes issued for 10<sup>th</sup> MD meeting was informed:

<b>Sno.</b>	<b>Action Item</b>	<b>Pending Compliance from State/UT as on 10.07.2023</b>
1	Furnishing of State Implementation Agency (SIA) details	4 States (Arunachal Pradesh, Bihar, Manipur, Odisha)
2	Clarification on SIA's ability to implement SD 2.0 program	9 States/UTs (Chandigarh, Ladakh, Jammu and Kashmir, Jharkhand, Kerala, Maharashtra, Meghalaya, Puducherry, Sikkim)
3	Constitution of Destination Management Committee (DMC)	4 States/UTs (Arunachal Pradesh, Bihar, Jammu and Kashmir, Manipur)
4	Submission of signed Tripartite Memorandum of Understanding (MoU)	5 States/UTs (Arunachal Pradesh, Bihar, Gujarat, Manipur, Odisha)
5	Signing of Agreement with selected Project	1 State (Bihar)

Sno.	Action Item	Pending Compliance from State/UT as on 10.07.2023
	Development & Management Consultants (PDMCs)	

#### Agenda 11.4 Present Status of Pending Pre-requisites for SD 2.0

- The State wise status of pending compliances was discussed and following observations were made:

##### (i). Arunachal Pradesh

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Designation of SIA	1. The State informed that the notification of SIA and DMC for Mechuka will be issued by 12.07.2023. Ministry directed the State to share the notification by 12.07.2023. 2. Further, it was informed that Ministry is evaluating the State's request for change of one of the destination i.e Nacho in place of Bomjir and assessing the implication as Agreement with selected PDMC (Voyants Solutions Pvt Ltd JV IDEck Ltd.) has been signed by the State and PDMC has commenced work.
2.	Formulation of DMC	
3.	Signing of MoU	

##### (ii). Bihar

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Designation of SIA	The State has informed that the final decision regarding the notified destinations under SD 2.0 i.e. Gaya and Nalanda (Rajgir) will be taken within 15 days. The Ministry directed the State to provide the update by 30.07.2023.
2.	Formulation of DMC	
3.	Signing of MoU	
4.	Signing of Agreement with Selected PDMC (Deloitte Touché)	

Sn	SD 2.0 Pending Pre-requisites	Remarks
	Tohmatsu India LLP JV IBI Group India Pvt Ltd.)	

**(iii). Chandigarh UT**

Sn	SD 2.0 Pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The UT informed that Society for Tourism & Entertainment Promotion (STEPS) affiliated with tourism department has now been designated as SIA. The UT admin will share the notification of formation of SIA.  The UT was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.

**(iv). Gujarat**

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Signing of MoU	The State informed that the signed tripartite MoU will be submitted by 18.07.2023

**(v). Jammu & Kashmir UT**

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The UT informed that the designated SIA is fully capable in terms of manpower and vested with financial powers.  The UT was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.
1.	Formulation of DMC	The UT informed that the notification for formation of DMC will be provided by 14.07.2023.

**(vi). Kerala**

Sn	SD 2.0 pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The State was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.

**(vii). Ladakh UT**

Sn	SD 2.0 pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	<ol style="list-style-type: none"><li>1. The UT informed that there are no Tourism Corporations or Tourism boards in the UT. However, Sindhu Infrastructural Development Corporation Ltd. (SIDCO) has been set-up in 2021.</li><li>2. The UT was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.</li><li>3. Further, UT was requested to explore the possibility of SIDCO as SIA if tourism development is included in its mandate.</li></ol>

**(viii). Manipur**

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Designation of SIA	No Participation was observed from the State due to prevailing situation.
2.	Formulation of DMC	
3.	Signing of MoU	

**(ix). Meghalaya**

Sn	SD 2.0 pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The State informed that the designated SIA is fully capable of executing works under SD 2.0. The State was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.

**(x). Puducherry UT**

Sn	SD 2.0 pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The UT informed that the designated SIA is fully capable of executing works under SD 2.0. The UT was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to implement hard and soft interventions under SD 2.0 by 18.07.2023.

**(xi). Odisha**

Sn	SD 2.0 Pending Pre-requisites	Remarks
1.	Designation of SIA	The State informed that designation of SIA and signed tripartite of MoU is in the process and notification will be shared with Ministry by 14.07.2023.
2.	Signing of MoU	

**(xii). Sikkim**

Sn	SD 2.0 pre-requisites	Remarks
1.	Clarification regarding Designation of SIA as Department of Tourism	The State informed that the designated SIA is fully capable of executing works under SD 2.0. The UT was directed to provide information regarding the SIA's functioning, structure, technical and administrative capacity to

Sn	SD 2.0 pre-requisites	Remarks
		implement hard and soft interventions under SD 2.0 by 18.07.2023.

### Agenda 11.5 Status of Deliverables by PDMCs

1. It was informed that as per PDMC Agreement Annexure-1: Terms of Reference, Clause C (3), the Inception Report to be submitted by the PDMC within 15 days and the Master Plan, Strategy and Action Plan Iteration -1 to be submitted within 1.5 months.
2. Out of 43 destinations where PDMC agreement has been signed, Inception Reports for 40 destinations and Master Plan, Strategy and Action Plan Iteration-1 for 12 destinations have been submitted by the PDMC.
3. The status of State/UT and Destination wise deliverables by selected PDMCs was noted as given below:

Sl no.	States/UTs	Destinations	Name of PDMCs	Submission Status of Inception report	Submission Status of Master Plan, Strategy Action Plan Iteration-1
1	Andhra Pradesh	i. Gandikota ii. Araku-Lambassingi	INI Design Studio Pvt Ltd.	Submitted	<b>Pending</b> (9 days)
2	Arunachal Pradesh	i. Bomjir ii. Mechuka	Voyants Solutions JV IDeck	Submitted	<b>Pending</b> (29 days)
3	Assam	i. Jorhat ii. Kokrajhar		Submitted	<b>Pending</b> (30 days)
4	Chandigarh	i. Chandigarh	L&T Infra JV PwC Pvt Ltd.	Submitted	Due by 03/08
5	Goa	i. Porvorim ii. Colva	INI Design Studio Pvt Ltd.	Submitted	Submitted
6	Gujarat	i. Dholavira ii. Dwarka		Submitted	Due by 16/07
7	Karnataka	i. Hampi ii. Mysuru	Deloitte JV IBI Group India	Submitted	Submitted
8	Kerala	i. Kumarakom ii. Kozhikode	INI Design Studio Pvt Ltd.	Submitted	Due by 01/08



Sl no.	States/UTs	Destinations	Name of PDMCs	Submission Status of Inception report	Submission Status of Master Plan, Strategy Action Plan Iteration-1
9	Ladakh UT	i. Leh ii. Kargil	Voyants Solutions JV IDeCK	Submitted	<b>Pending</b> (32 days)
10	Madhya Pradesh	i. Gwalior ii. Chitrakoot	IPE Global Ltd.	Submitted	Submitted
11	Meghalaya	i. Shillong ii. Sohra	INI Design Studio Pvt Ltd.	Submitted	Submitted
12	Mizoram	i. Aizwal ii. Champhai	Egis India	Submitted	<b>Pending</b> (11 days)
13	Nagaland	i. Niuland ii. Chumukedima	WAPCOS Ltd.	<b>Pending for Nuland</b> Submitted	<b>Pending</b> (02 days)
14	Punjab	i. Amritsar ii. Kapurthala	L&T Infra JV PwC Pvt Ltd.	Submitted	<b>Pending</b> (11 days)
15	Puducherry	i. Puducherry ii. Karaikal		Submitted	<b>Pending</b> (04 days)
16	Rajasthan	i. Bundi ii. Jodhpur	IPE Global Ltd.	Submitted	Submitted
17	Sikkim	i. Gangtok ii. Gyalshing		Submitted	Due by 13/07
18	Tamil Nadu	i. Mamalapuram ii. The Nilgiris	L&T Infra JV PwC Pvt Ltd.	Submitted	Submitted
19	Telangana	i. Bhongir ii. Ananthagiri		Submitted	<b>Pending</b> (10 days)
20	Tripura	i. Agartala ii. Unakoti	IPE Global Ltd.	Submitted	Due by 24/07
21	Uttar Pradesh	i. Prayagraj ii. Naimisaranya	Deloitte JV IBI Group India	<b>Pending</b> (2 days)	Due by 07/08
22	Uttarakhand	i. Pithoragarh ii. Champawat		Submitted	Due by 17/07

4. The States/UTs are directed to ensure effective monitoring of the timelines of the PDMC deliverables.
5. It was informed that Ministry has undertaken evaluation of the Inception Reports submitted and the observations have been circulated. Accordingly, to ensure consistency across destinations, the general observations on the reports and approach with respect to delineating the destination study

area to be adopted was presented by NPMU as given below. A copy of same is also attached as **Annexure-2**.

(i). The general observations regarding the Inception Reports are as below:

- a) The linkage between destination assessment undertaken and delineation of the destination study area to be established.
- b) The overlay analysis with mapping of considered parameter(s) to be undertaken while delineating the destination study area.
- c) The spatial planning may be limited to the tourist attractions in the destination study area.
- d) The delineated study area to follow administrative boundary(s) and/or physical boundary(s).
- e) The area of delineated destination study area (Sq km) to be mentioned in the report.
- f) The final delineated destination study area should be mapped in GIS.

(ii). Based on observations noted it was the proposed that delineation of the destination study area shall include analysis and mapping of the following aspects:

- a) Context Setting of the destination
- b) Connectivity of the destination with respect to air, rail, road and waterways.
- c) Administrative Boundary(s)
- d) Tourist Attractions / Sites
- e) Tourist Accommodations
- f) Natural Boundary and Physical Features
- g) Overlay Analysis for destination delineation
- h) Destination delineation

#### **Agenda 11.6 PDMC Contract Management**

1. It was informed that Ministry has prepared draft of Standard Operating Procedure (SOP) and toolkit with respect to PDMC Contract Management. A presentation on the same was made and following were discussed:

(i). The constitution of Consultancy Monitoring Committee (CMC) as provided in the PDMC Agreement Clause 5.5 which shall comprise of the following members:

- a) State Mission Director for SD 2.0
- b) Head/Managing Director, State Implementation Agency
- c) District Collector cum Chairperson of Destination Management Committee (DMC)
- d) Representative from Ministry of Tourism

(ii). The mechanism for approval of PDMC project deliverables was proposed as follows:

- a) The PDMC shall submit the Report / Deliverable to DMC, State and Ministry of Tourism.
- b) Monthly Meetings of CMC shall be held for review of PDMC engagement including:
  - 1. Project Deliverables (as per Clause C of Terms of Reference; Annex-1 PDMC Agreement)
  - 2. Weekly Progress Report submitted online by PDMC (as per template circulated by the Ministry of Tourism vide O.M. No SD-8/3/2022-SD dt. 13.06.2023)
  - 3. And other project related activities and issues
- c) CMC to undertake the review of the deliverables as per the template and checklist prescribed by the Ministry of Tourism.
- d) CMC to also take into consideration the observations made by the Ministry of Tourism.
- e) Based on the review of tasks/deliverables as per ToR and deployment of full-time resources, the CMC shall provide necessary approval for the deliverable.
- f) Approval for Master Plan, Strategy and Action Plan (4 Iterations) was proposed to be undertaken as below:
  - 1. The Report shall be submitted to Ministry of Tourism by the SIA after CMC review.
  - 2. The same shall be reviewed by the Mission Directorate and PDMC shall make a presentation on the report. The SIA shall submit revised report based on observation made by MD.
  - 3. The interventions provided In-principle approval by the MD shall be taken up for preparation of DPR.
- g) Approval for Detailed Project Report (4 Packages) was proposed to be undertaken as below:

1. The Report shall be submitted to Ministry of Tourism by the SIA after CMC review.
  2. The same shall be reviewed by the Mission Directorate and PDMC shall make a presentation on the report. The MD shall recommend the DPR for review by Central Sanctioning and Monitoring Committee (CSMC)
  3. The PDMC shall make presentation to the CSMC incorporating recommendation from MD (if any). The PDMC shall resubmit the DPR as per the review of CSMC if required.
  4. The sanction for Interventions approved by CSMC shall be released.
- h) Review of Weekly Progress Report (as per Clause D3 of ToR) submitted online by the PDMC was proposed to be undertaken as below:
1. Ministry of Tourism shall undertake periodic review of the PDMC works. PDMC shall give presentation to the Ministry as per provided schedule.
  2. The CMC shall also undertake review of the aspects with respect to the PDMC works:
    - (i). Deployment of Key and Destination Personnel and their due involvement as per ToR
    - (ii). Progress on Deliverables as per PDMC Agreement timeline and Scope of Work
    - (iii). Operationalization of DMC to undertake planning, development and management of various activities at the destination.
    - (iv). Implementation of Destination Development Activities for Destination Marketing and Promotion, Skilling, Capacity Building & Community Engagement, Digitalization, Investment Promotion and Sustainability related.
  3. Further, in case of delay in deployment of the full-time resources shall lead to deduction in monthly payment (as per Clause D2 (v) of the ToR) to be released to the PDMC as given below:

<b>Full Time Resource</b>	<b>Case 1: 2 Destinations/ State</b>	<b>Case 2: 1 Destinations/ State</b>
1. Project Manager	33%	50%
2. Project Coordinator (2 per destination)	17% per coordinator	25% per coordinator

(iii). Mechanism for approval of Travel Reimbursement as per PDMC Agreement Clause 6.2 & Clause H of ToR as below:

- a) PDMC shall provide details of authorized travel undertaken by key and/or destination personnel, as per format in the Weekly Progress Report.
- b) PDMC to maintain overall travel expenses as per prevalent industry practices i.e. 10% of the professional fee.
- c) Reimbursement to be certified by CMC as per the checklist below:
  1. Travel is duly authorized/approved by the State or National MD
  2. Details of the travel furnished by PDMC including Travel duration (dates), purpose of travel, PDMC team members undertaking travel.
  3. Outcome of the travel undertaken by the PDMC team

(iv). Mechanism for reviewing requests for substitution of key personnel as below:

- a) Substitution request may be made by PDMC to the respective State/UT with copy to Ministry citing reasons for replacement.
- b) The Ministry may also recommend substitution in case performance of any resource is found to be unsatisfactory.
- c) The CMC shall examine the substitution request as per PDMC Agreement Clause 4.3 and 4.4, consider suitability of the replacement proposed by the PDMC and accordingly accord approval.
- d) The SIA shall intimate Ministry regarding any substitution approved by the CMC along with the minutes of the CMC meeting.

- (v). It was proposed that Ministry of Tourism will release funds related to PDMC engagement as per the Agreement value (including applicable taxes) and travel reimbursement (limited to 10% of the agreement value) to SIA in 4 Tranches as per below schedule:

<b>S no</b>	<b>Instalment No.</b>	<b>Condition Precedent</b>	<b>Amount to be Released</b>
1	1 <sup>st</sup>	On signing of agreement with selected PDMC	30% of the PDMC Agreement and travel reimbursement
2	2 <sup>nd</sup>	Utilization of minimum 75% of 1 <sup>st</sup> instalment	35% of the PDMC Agreement and travel reimbursement
3	3 <sup>rd</sup>	Utilization of 100% of 1 <sup>st</sup> instalment and minimum 75% of 2 <sup>nd</sup> instalment	30% of the PDMC Agreement and travel reimbursement
4	4 <sup>th</sup>	Utilization of 100% of 1 <sup>st</sup> & 2 <sup>nd</sup> instalment, minimum 75% of 3 <sup>rd</sup> instalment and onboarding of O&M Operator	5% of the PDMC Agreement and travel reimbursement

2. It was accordingly informed that the Ministry will issue formal instructions regarding various aspects of Contract Management for uniformity and consistency across the States and UTs.
3. The SIAs of the States/UTs where Agreement with selected PDMC has been signed were further directed to submit the request for release of 1<sup>st</sup> instalment against the PDMC agreement value (including applicable taxes) and travel reimbursement (limited to 10% of the agreement value) as per template to be provided by the Ministry.

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## Annexure 1: List of Participants

### 1. List of participants from Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Culture	Sh. R.N. Kumaran	ASI
2.	Ministry of Housing and Urban Affairs	Sh. Y S Yadav	Deputy Secretary
3.	Ministry of Civil Aviation	Sh. Asangba Chuba Ao	Joint Secretary
4.	Ministry of Road Transport and Highways	Sh. Ajmer Singh	CE(PI), MoRTH
5.	Ministry of Skill Development & Entrepreneurship	Sh. Ashutosh Kumar	Deputy Secretary
6.	Ministry of Railways	Sh. Amit Kumar	Deputy Secretary
7.	Ministry of Railways	Sh. Srikant V. Janbandhu	Executive Director, Coaching

### 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.	Andhra Pradesh	Sh. C.S.N. Murthy	Chief Engineer, APTDC
2.	Arunachal Pradesh	Sh. K. N. Damo	Director, Tourism
3.	Assam	Sh. Prabhash Sharma	AGM
4.	Bihar	Sh. Abhijit Kumar	GM, BSTDC

Sn.	State/UT	Name	Designation
5.	Chandigarh UT	Sh. Rohit Gupta	Director Tourism
6.	Goa	Sh. Brijesh Manerkar	MD, GTDC
7.	Gujarat	Sh. Hiren Pandit	General Manager (Projects and Events), TCGL
8.	Jammu and Kashmir UT	Sh. Amarjeet Singh	Special Secretary
9.	Karnataka	Smt. Anitha Bhaskar	Deputy Director, Tourism
10.	Kerala	Sh. P.B. Nooh	Director Tourism
11.	Ladakh UT	Kunzes Angmo	Director Tourism
12.	Madhya Pradesh	Sh. Vivek Shrotriya	Additional MD, MPTB
13.	Manipur	No participation from the State	
14.	Meghalaya	Sh. Cyril V. Darlong Diengdoh	Director Tourism
15.	Mizoram	Sh. R. Lolrinchoni	Deputy Director, Tourism
16.	Nagaland	Sh. Nchumbemo Lotha	Secretary
17.	Odisha	Smt. Ellora Bharti Jeena	Joint Secretary, Dept of Tourism
18.	Puducherry UT	Smt. P. Priytarshny	Director –Cum- Additional Secretary, Dept of Tourism
19.	Punjab	Sh. Prem Chand	Chief Engineer, Projects, Dept of Tourism
20.	Rajasthan	Dr Rashmi Sharma	Director Tourism
21.	Sikkim	Sh. Prakash Chettri	Secretary, Tourism
22.	Tamil Nadu	Sh. Sandeep Nanduri	Director Tourism
23.	Telangana	Sh. Manohar Rao	Managing Director, TSTDC
24.	Tripura	Sh. Uttam Pal	Executive Engineer, Dept of Tourism
25.	Uttar Pradesh	Sh Ashwini Kumar Pandey	MD, UPSTDC
26.	Uttarakhand	Dr. Pooja Garbiyal	ACEO- Infrastructure UTDB & AS (Tourism)

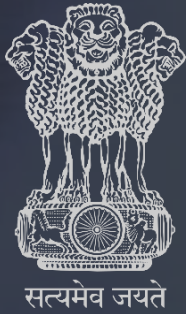


4. **List of Participants from Ministry of Tourism**

<b>Sn.</b>	<b>Name</b>	<b>Designation</b>
1.	Sh. Prashant Ranjan	Director (T), Swadesh Darshan
2.	Sh. Haridasan Pillai	Director, Finance
3.	Sh. Uttank Joshi	Asst. DG
4.	Faisal Khan	Member, NPMU
5.	Deepika Nagpal	Member, NPMU
6.	Karishma Prasad	Member, NPMU
7.	Abhisek Kumar	Member, NPMU
8.	Nikhil Kumar	Member, NPMU

# Swadesh Darshan 2.0

## Delineation and Destination Development Prioritization



Ministry of Tourism  
Government of India

11 July 2023 | 03:00 pm



Chitrakote Waterfalls, Chhattisgarh

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- 1. General Observations on Inception Report**
- 2. Destination Delineation**
- 3. Holistic development under SD 2.0 Scheme**

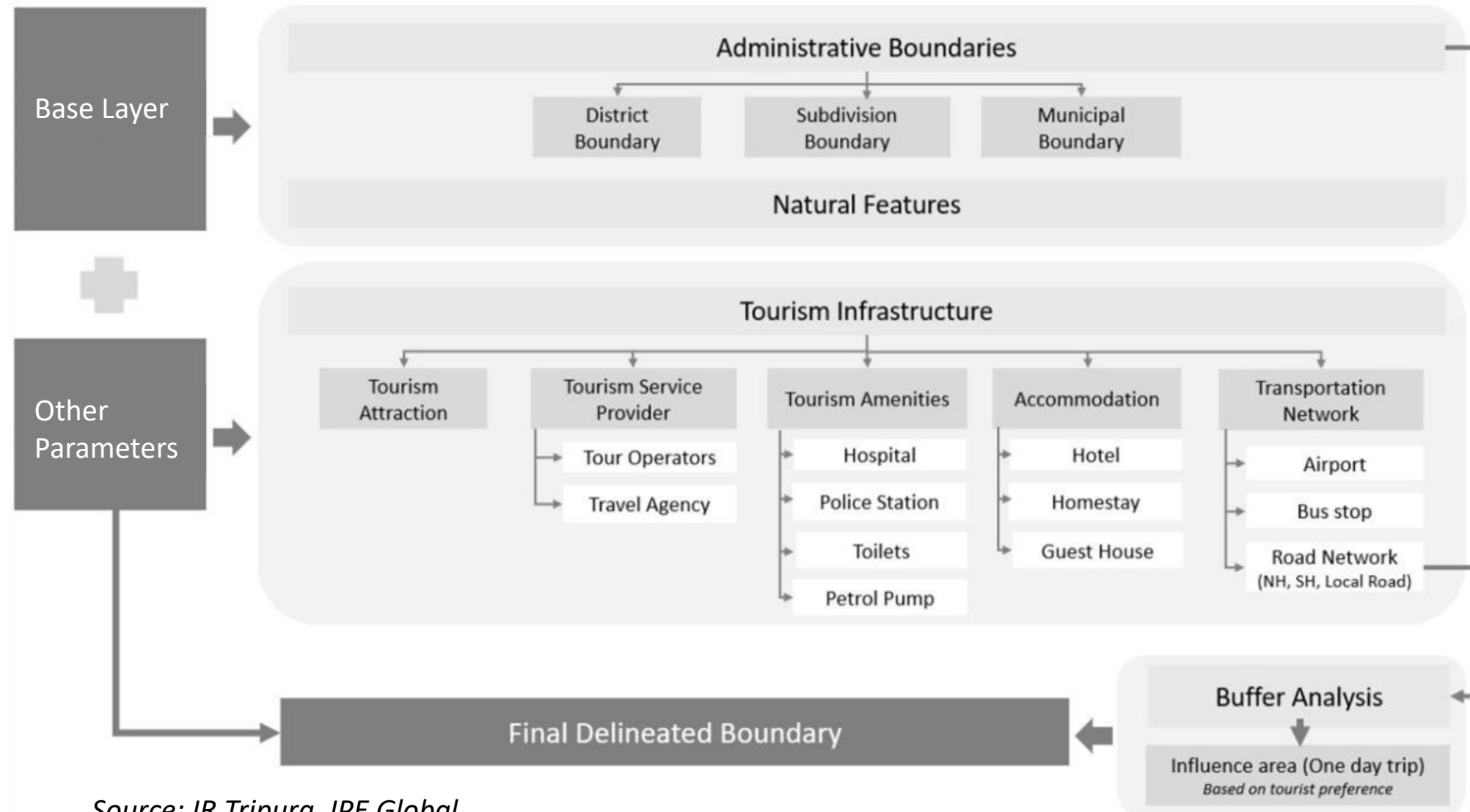
# 1. Destination Delineation

## General Observations on Inception Report

- (i) Linkage between destination assessment and delineation to be established
- (ii) Overlay analysis with mapping of considered parameter(s) to be undertaken
- (iii) Delineated study area to follow administrative boundary(s) and/or physical boundary
- (iv) Area of delineated destination to be mentioned (Sq km)
- (v) Final delineated destination study area should be mapped in GIS
- (vi) Spatial Planning may be limited to the tourist attractions in the destination study area

# 1. Destination Delineation

## Approach for destination delineation



# 1. Destination Delineation

## Approach for destination delineation

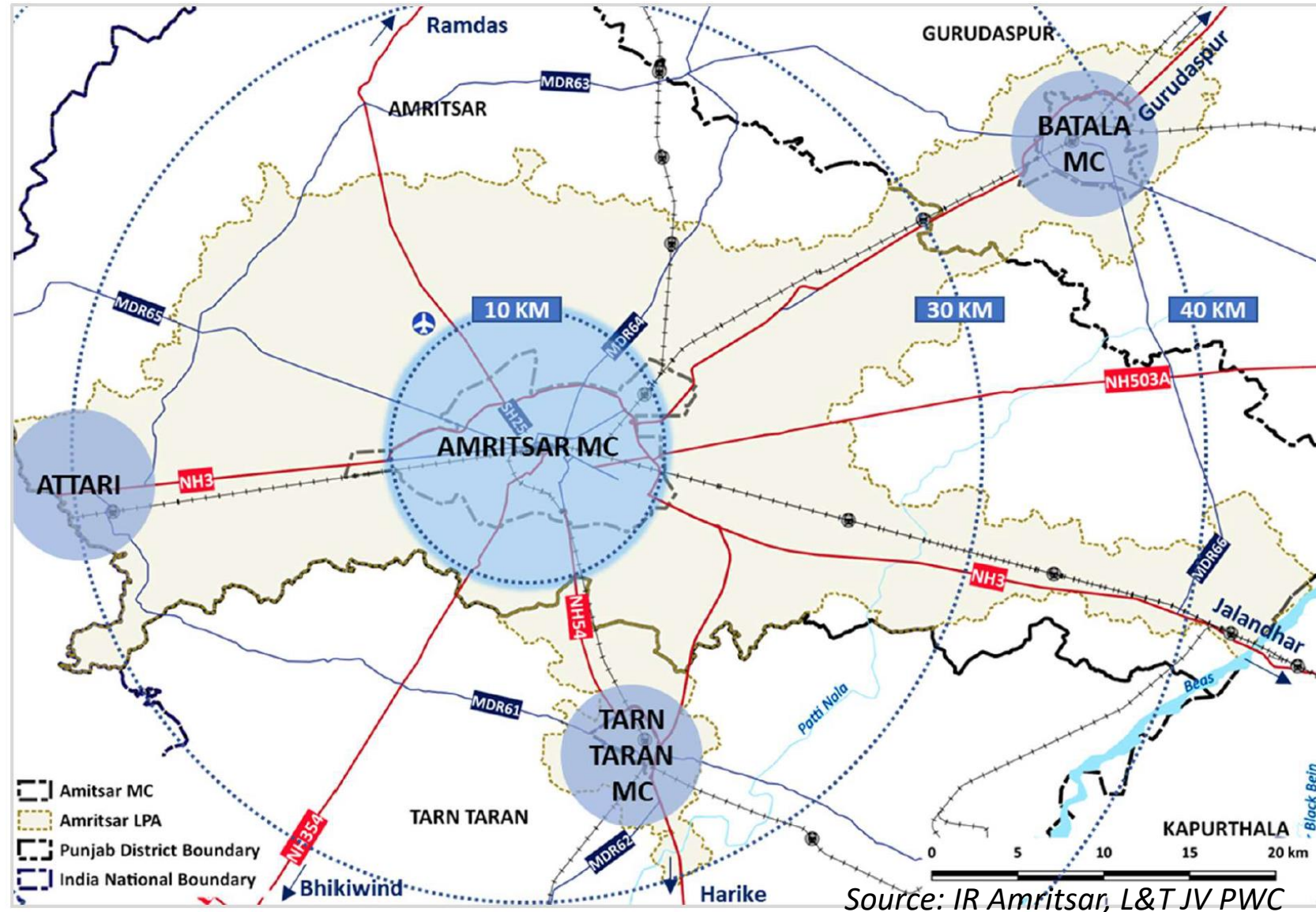
- (i) Approach and Context Setting of the destination
- (ii) Connectivity of the destination
- (iii) Administrative Boundary(s)
- (iv) Tourist Attractions / Sites
- (v) Tourist Accommodations
- (vi) Natural Boundary and Physical Features
- (vii) Overlay Analysis for destination delineation
- (viii) Destination delineation

# 1. Destination Delineation

## Approach for destination delineation

### (i) Approach and context setting

- Influence zones
- Nearby major tourist attractions
- Important connectivity nodes like railway station, airport, NH etc
- Administrative boundary(s) considered
- Legend showing attributes



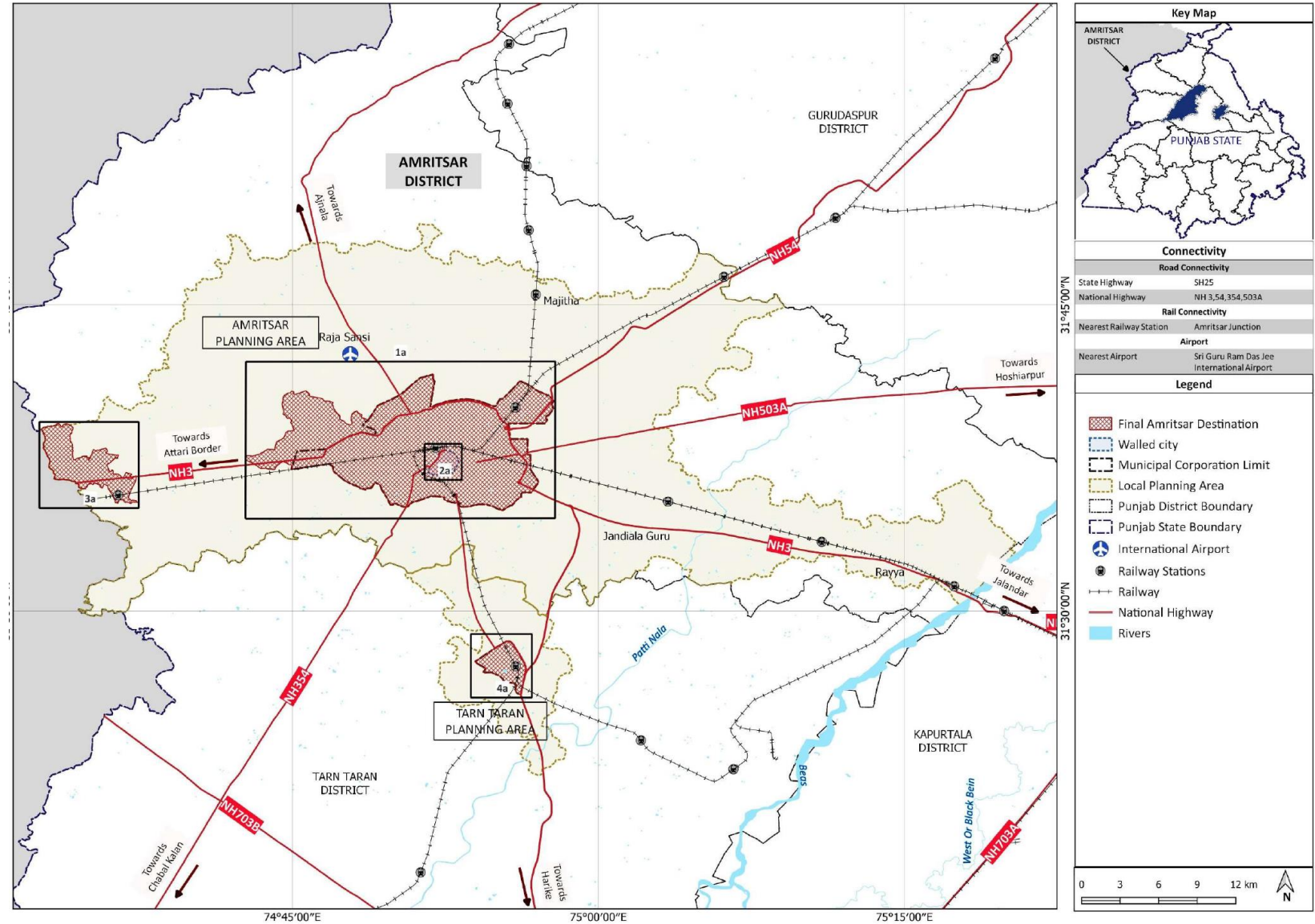
# 1. Destination Delineation

## Approach for destination delineation

Source: IR Amritsar, L&T JV PWC

### (ii) Connectivity

- Road connectivity
- Air connectivity
- Rail connectivity
- Water connectivity





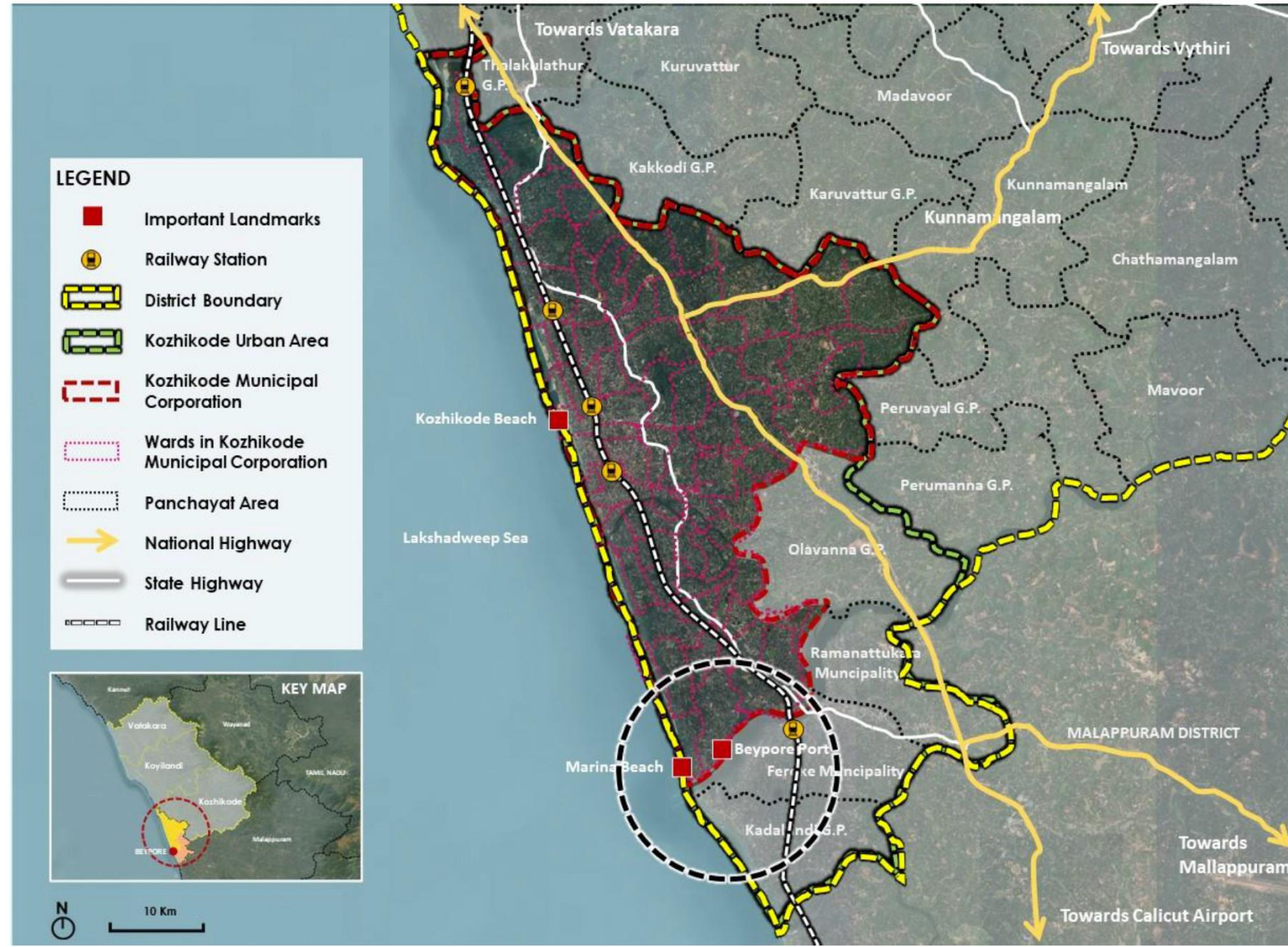
# 1. Destination Delineation

## Approach for destination delineation

### (iii) Administrative Boundary(s)

- District
- Tehsil / Blocks
- Municipal / Village
- Planning Boundary(s) (if any)
- CRZ (if applicable)

Source: IR Bepore, INI Design Studio

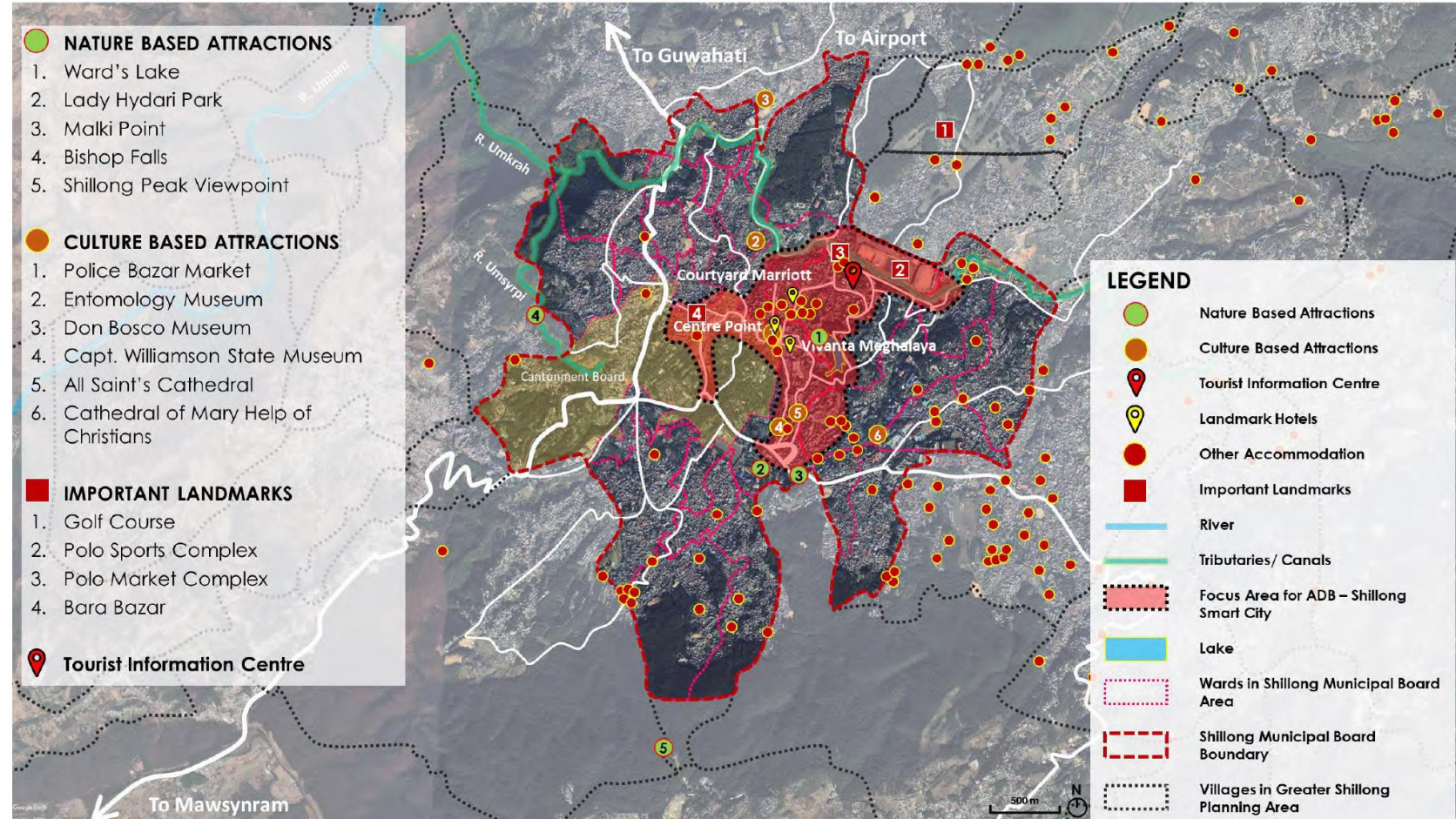


# 1. Destination Delineation

## Approach for destination delineation

### (iv) Tourist Attractions/sites

- Cultural sites
- Natural sites
- Museums / Gallery
- Markets / Plazas
- Protected area
- Archaeological sites
- Any other tourist attraction



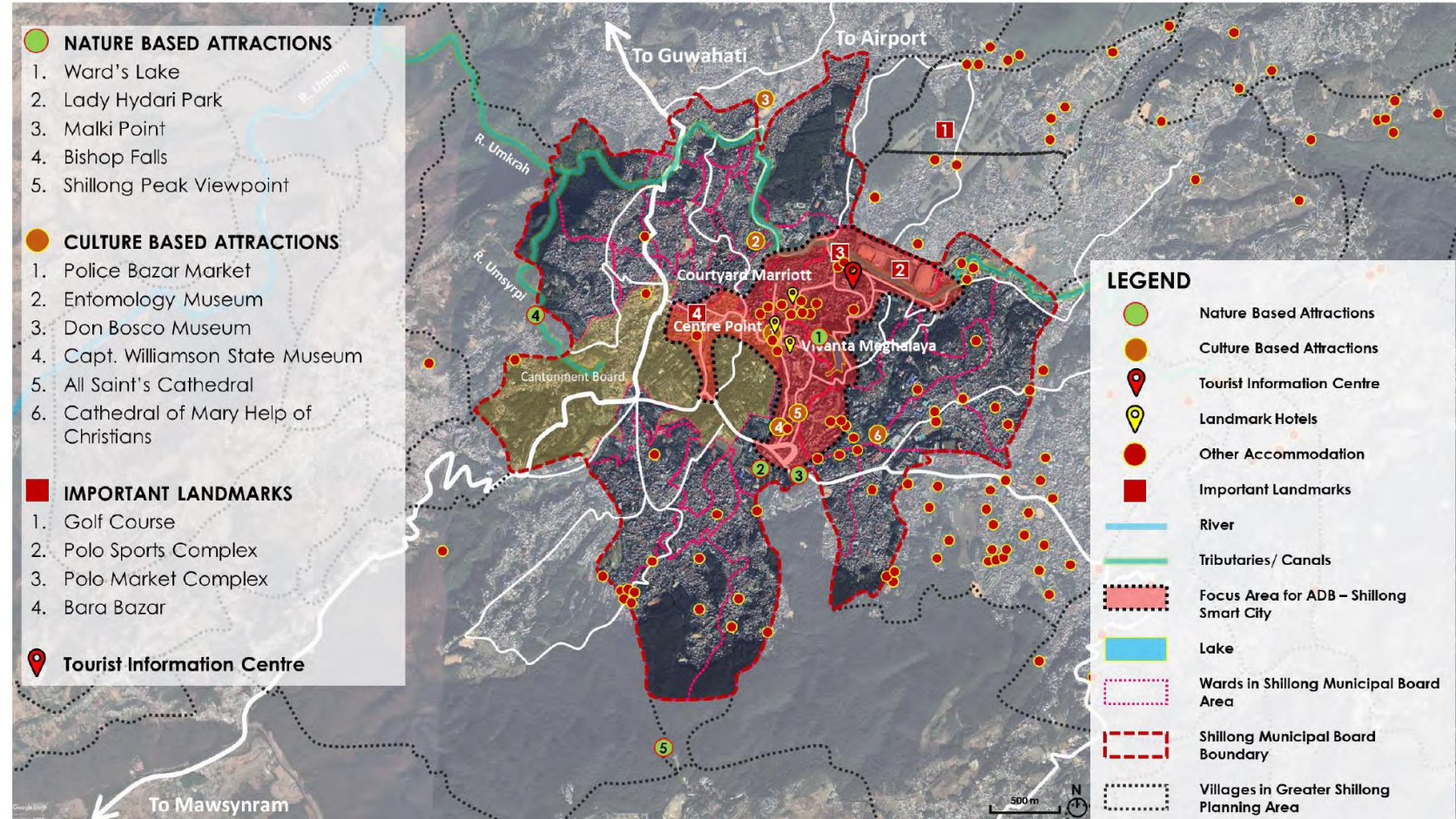
Source: IR Shillong, INI Design Studio

# 1. Destination Delineation

## Approach for destination delineation

### (v) Tourist Accommodations

- Hotels
- Resorts
- Homestays
- Hostels
- Tented Accommodations
- Others



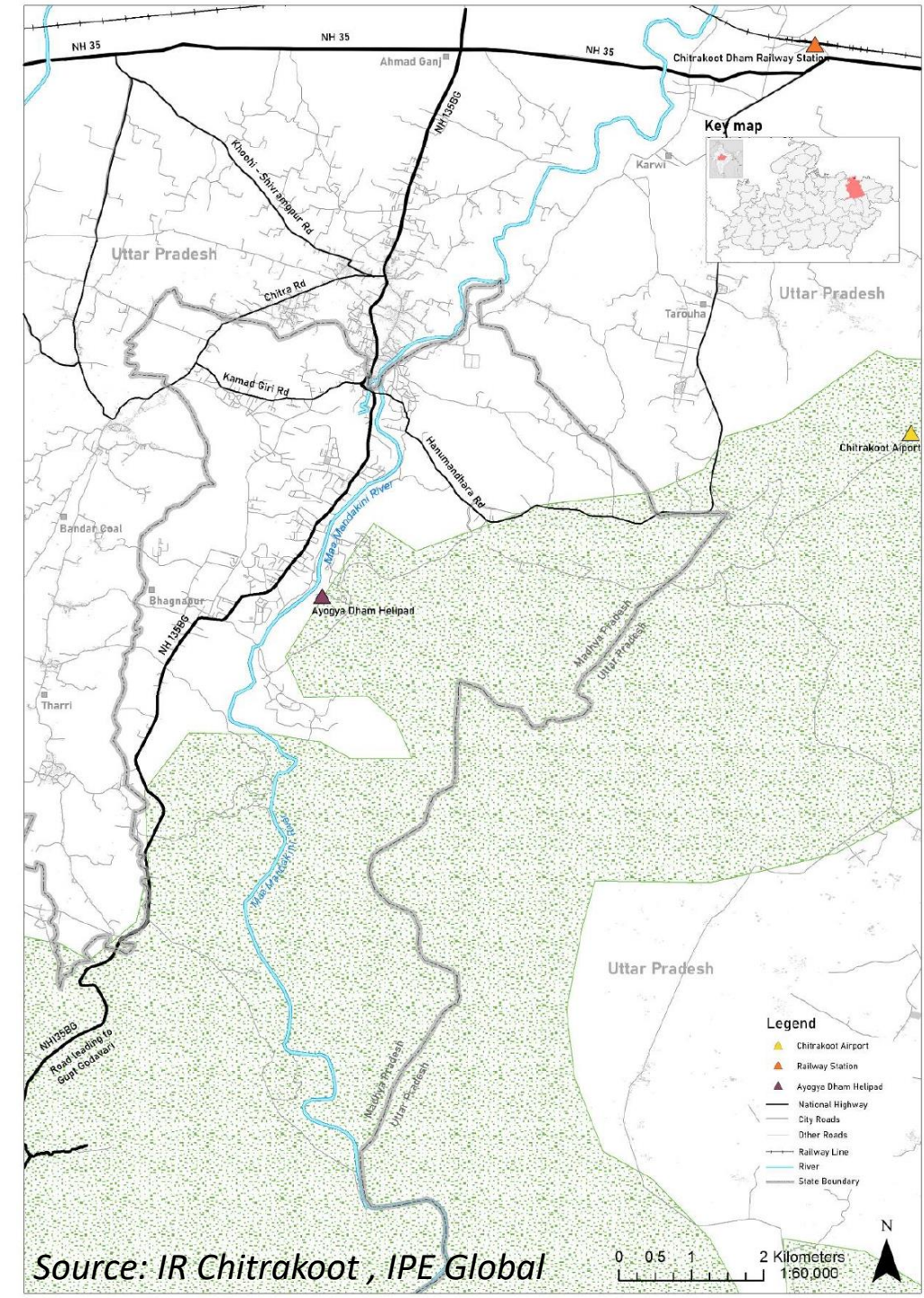
Source: IR Shillong, INI Design Studio

# 1. Destination Delineation

## # 3 Approach for destination delineation

### (vi) Natural Boundary and Physical Features

- Hills / Mountains
- Water body (rivers, lake, reservoirs, etc)
- Major roads like NH, Express ways, etc
- Others



# 1. Destination Delineation

## # 3 Approach for destination delineation

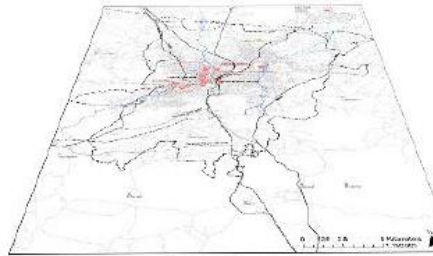
(vii) Overlay Analysis for destination delineation

### Composite Overlay Analysis



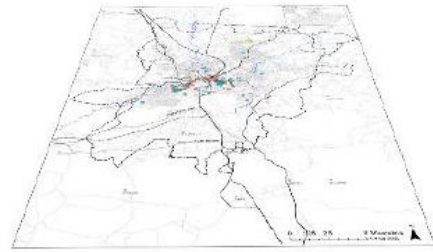
Connectivity and Transit Points

02



Tourist Attraction

03



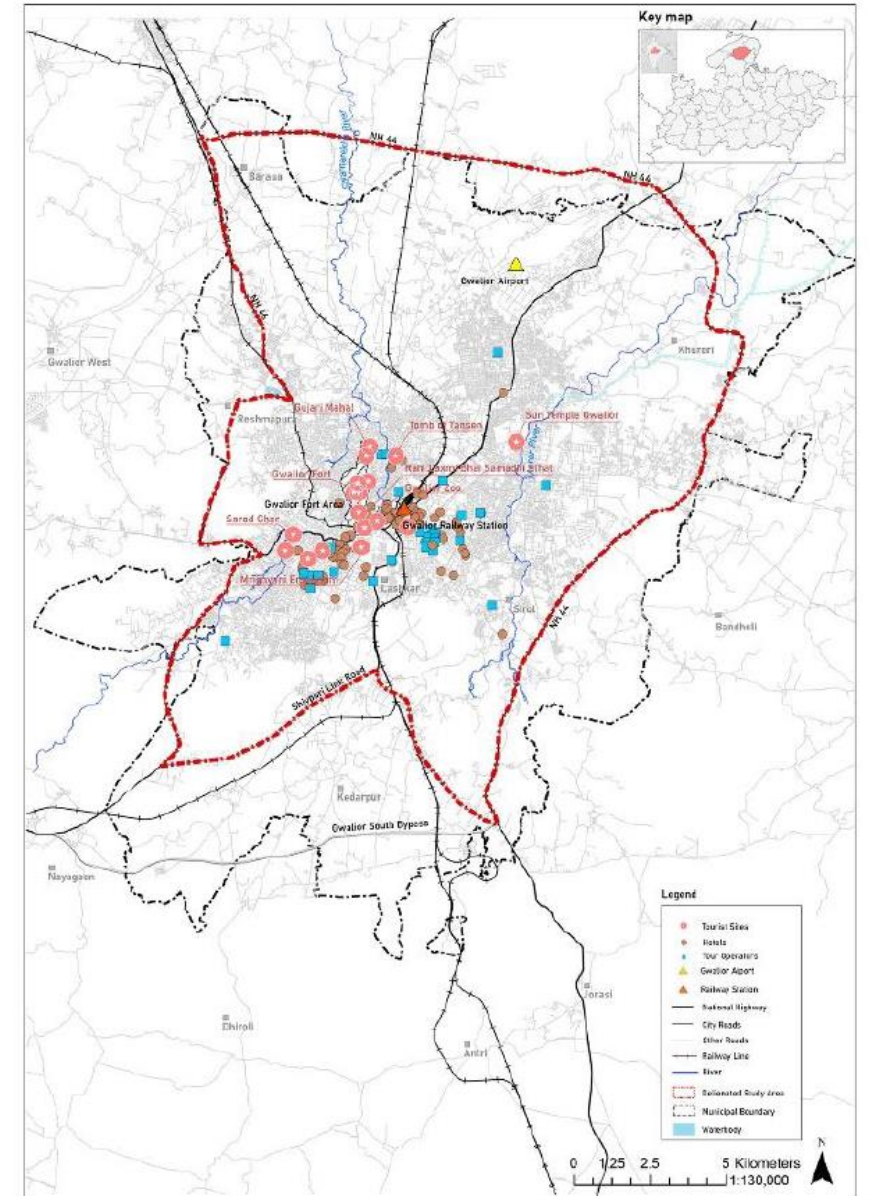
Hotels and Tour Operators

04



Administrative Boundaries and Natural and Physical Boundaries

05



Composite map with delineated study area

Source: IR Gwalior , IPE Global

# 1. Destination Delineation

## # 3 Approach for destination delineat

### (viii) Destination Delineation

It shall include all the layers of considered parameter(s)



Source: IR Dwarka, INI Design Studio

## 2. Holistic development under SD 2.0 Scheme

1. Master Plan shall not be limited to funding under Swadesh Darshan 2.0 but shall be for holistic destination development for 10 year period.
2. Funding can be allocated through State, PPP, Convergence with other Central scheme or future funding under SD.
3. Destination Master Plan shall provide equal focus on both soft and hard interventions
4. Maximum 50% exposure of current SD funding shall be allocated to Hard and Spatial Interventions
5. Soft Interventions shall be planned and implemented considering the following aspects:
  1. Destination Marketing & Promotion
  2. Skilling, Capacity Building and Entrepreneurship Development
  3. Digitisation, IT and Innovation
  4. Sustainability Initiatives
  5. Tourism Products and Experiences

A wide, multi-tiered waterfall cascading over a rocky ledge into a pool of water, with a line of trees in the background. The water is a milky, yellowish-brown color, suggesting sediment or mineral content. The foreground shows the dark, wet rocks of the waterfall's edge. The background is a soft-focus line of green trees under a pale, overcast sky.

**Thank You**