

Government of India
Ministry of Tourism

Parivahan Bhawan,
1, Sansad Marg,
New Delhi

File no. SD-8/15/2020-SD-Part(4)

Dated 22.02.2024

Subject:- Proceedings of the 22nd Mission Directorate Meeting under Swadesh Darshan 2.0 held on 15.02.2024

I am directed to enclose **minutes of 22nd Mission Directorate Meeting (Swadesh Darshan 2.0) held on 15.02.2024** under the Chairmanship of Additional Secretary (Tourism) in virtual mode for kind perusal and necessary action.


(Uttank Joshi)

Asstt. Director General

Encl. As above

To,

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship / Railways.
2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism, Govt of Karnataka, Meghalaya, Punjab, Tamil Nadu & PDMC of respective States
3. The Director (F), Ministry of Tourism.
4. The Regional Director, India Tourism Delhi / Kolkata / Guwahati/Mumbai
5. The Director (SD), Ministry of Tourism
6. The President, HAI / FHRAI / IATO
7. Special Invitees- Managers and Assistant Managers of MOT

Copy to: -

1. Additional Secretary, Ministry of Tourism.
2. M/s EY, NPMU, Swadesh Darshan Scheme for doing the needful

Proceedings for the 22nd meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 15.02.2024 at 03:00 PM

Agenda 22.1 Leave of Absence

The 22nd meeting of the Mission Directorate (MD) was held on 15.02.2024 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 22.2 Confirmation of the proceedings of the 21st MD Meeting

The proceedings of the 21st meeting of the MD circulated to all the members vide letter no. SD-8/15/2020-SD-Part (4) dated 19/02/2024 were confirmed.

Agenda 22.3 Review of DPR Package -1 for the approved experiences

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

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

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

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

Sn.	Destination	Approved Experiences
1	Mysuru	Ecological Experience Zone
2	Kumarakom	Kumarakom Bird Sanctuary Experience
3	Sohra	Meghalayan Age Cave Experience
4	Sohra	Waterfall Trails experience
5	The Nilgiris	Nature Trail Experience along Pykara river, Ooty
6	Kapurthala	Eco Tourism experience at Kanjili wetland
7	Amritsar	Border Tourism Experience at Attari

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

Sn.	Observations
1	<p>Ecological Experience Zone, Mysuru, Karnataka</p> <ul style="list-style-type: none"> • It was directed to ensure that adequate parking space to be created for the experience, which should be well managed and additional fee can be charged by TEDMA.

Sn.	Observations
	<ul style="list-style-type: none"> • A contemporary market driven dedicated website of the integrated experience to be set up, which may also have online ticket booking facility, testimonials, rating, and feedback. • A professional agency will monitor the service levels whether measures through automation, record keeping or by inspection and the agency will submit the report to SIA.
2	<p>Kumarakom Bird Sanctuary Experience, Kumarakom, Kerala</p> <ul style="list-style-type: none"> • It was directed to ensure that heavy concrete-built structures are not proposed. The use of eco-friendly and local materials and design to be ensured. • It was suggested to explore the possibility of digital screens for providing information to tourists.
3	<p>Meghalayan Age Cave Experience</p> <ul style="list-style-type: none"> • It was directed to keep the provisions of high-quality equipment and gears for cave visitors • It was instructed to take proper care of safety aspects including evacuation plan, primary medical fitness, emergency support etc. • The frequency of the proposed service levels of TEDMA to be clear and measurable. • Further, automated system to be adopted for measuring the service levels. Standard KPIs to be clearly elaborated. • The project must be substantially made operational within one year and it should be clearly laid down. Only limited component could be done beyond one year.
4	<p>Eco Tourism experience at Kanjili wetland, Kapurthala, Punjab</p> <ul style="list-style-type: none"> • PDMC was advised to develop the facility keeping the tourists in mind, who may travel to Kapurthala to wetland and also stay overnight. • Entire experience on left and right side of the water body have to be well integrated. • It was instructed to follow up on the pending clearances.

9. The respective States were directed to submit the updated DPR incorporating the observations. The States were also requested to expedite the NOCs and pre-construction clearances. The presentation for DPR also needs to be updated.

10. The remaining experiences were directed to recast the DPR as per the template, guidance note and the directions of Mission Directorate and submit the updated presentation for consideration.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Civil Aviation	Sh. Rameshwar Mishra	Under Secretary
2.	Ministry of Railways	Sh. Sumeet Singh	Director (Tourism & Catering)
3.	Ministry of Railways	Sh. Javed Ansari	Dy Director
4.	Ministry of Housing & Urban Affairs	Sh. Dinesh Kapila	Economic Advisor

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Karnataka	Smt Rajamma A Chowdareddy	Joint Commissioner
2.	Meghalaya	Sh. Cyril Diengdoh	Managing Director, Dept of Tourism
3.	Punjab	Dr Neeru Katyal Gupta	Director Tourism and Cultural Affairs, Punjab
4.	Punjab	Smt Shikha Bhagat	ADC (G) Kapurthala
5.	Tamil Nadu	Smt. Uska Karkala	Commissioner, Tourism

3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Jasvinder Singh	Director (T), Swadesh Darshan
2.	Sh. Ajeet Kumar Tyagi	Asst. Director, Swadesh Darshan
3.	Sh. P.H. Pillai	Director, IFD
4.	Abhisek Kumar	Member, NPMU

4. **List of Participants from the PDMC**

Sn.	Name	Designation
1.	Sh. Hash Goel	Team Leader (Meghalaya), M/s. INI design studio Ltd.
2.	Sh. Pathik Gandhi	Team Leader (Kerala), M/s. INI design studio Ltd.
3.	Sh. Adnan Diwan	Team Leader (Karnataka), M/s. Deloitte Tohmatsu Touche LLP JV IBI India Group
4.	Sh. Balakrishnan Mahadeva	Team Leader (Tamil Nadu), M/s. L&T Infra Engineering JV PwC India
5.	Rahiya V M	Team Member (Punjab), M/s. L&T Infra Engineering JV PwC India

Annexure -5

Experience Wise Components and Cost

1. **Experience:** Ecological Experience Zone, Mysuru, Karnataka

Sn	Component	Cost (Rs. In Lakhs)
1	Entry Plaza	250.00
2	Eco Tower	330.00
3	Eco Bridge	320.00
4	Lake walk	230.00
5	Canopy walk	100.00
6	Food Plaza & Kiosk	180
7	Zip line	55
8	Rope Bridge	1
Sub-Total (A)		1466
9	Information Technology	15
Sub-Total (B)		1480
GST (18% of B)		266
SIA Charges (3% of B)		44

Contingency (1% of B)	15
Total	1806
Third Party Inspection Fee (1%)	15
Tender Premium (5%)	74
Total	1894

2. **Experience:** Kumarakom Bird Sanctuary Experience, Kumarakom, Kerala

Sn	Component	Cost (Rs. In Lakhs)
1	Main Pathways & Pedestrian Bridges	389.32
2	Interpretation Centre	62.61
3	Public Space (Interactive Zone & Terminal deck)	182.46
4	Wooden Jetty & Deck	59.70
5	Board walkways	306.90
6	Watch Towers	117.62
7	Clearing & Dredging	84.22
8	Sinages & Street Furniture	26.71
9	Softscapes	13.72
10	Electrical Works	35.50

Sub-Total (A)- inclusive of 18% GST	1,278.76
SIA Charges (3% of A)	38.36
Contingency (2% of A)	25.58
DMO Charges (1% of A)	12.79
Total (B)	1,355.49

3. **Experience:** Meghalayan Age Cave Experience, Sohra, Meghalaya

Sn	Component	Cost (Rs. In Lakhs)
1	Roads (Streetscape Improvement and Resurfacing of Part of Internal Road)	669.42
2	Arrival and Pick Up Junction	87.64
3	Arrival and Drop Off Junction	83.85
4	Junctions, Trails, Decks and Signages	151.08
5	Building external development	104.62
6	Panel Room	6.04
7	UGT	5.68
8	STP	101.02
9	Softscape	77.34

10	PHE Works	37.36
11	Electrical and ELV Work	189.26
12	CCTV Works	7.42
13	Meghalayan Age Experience Gallery	1,079.60
Sub-Total (A)- inclusive of 18% GST		2,600.33
SIA Charges (3% of A)		78.01
Contingency (2% of A)		52.01
DMO Charges (1% of A)		26.00
Total (B)		2,756.35

4. **Experience:** Eco Tourism experience at Kanjili wetland, Kapurthala, Punjab

Sn	Component	Cost (Rs. In Lakhs)
1	Arrival and Parking and traffic management at arrival area & Ticketing	169.50
2	Interpretation Facility	58.60
3	Landscaping, internal pathways & Drainage	168.22
4	Information, Signages and Wayfinding	1.95
5	Public Conveniences	8.90
6	Souvenir & Retail, Food & Beverage	192.27

7	Experiential Activities (Tourist Area)	246.14
8	Accommodation (if applicable)	212.58
9	Experiential Activities (Forest Area)	371.88
10	Electrical	150.00
11	CCTV Surveillance	164.54
Sub-Total (A)- inclusive of 18% GST		1,744.58
SIA Charges (3% of A)		52.34
Contingency (2% of A)		34.89
DMO Charges (1% of A)		17.45
Total (B)		1,849.25
