

Government of India  
Ministry of Tourism  
(Swadesh Darshan Division)


Transport Bhawan  
1, Parliament Street,  
New Delhi

File no. SD-8/15/2020

Dated 23.06.2022

**Subject:- Proceedings of the 1<sup>st</sup> meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0.**

I am directed to attach proceedings of the 1<sup>st</sup> meeting of the Mission Directorate of Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 21/6/2022 at 3 PM; for kind perusal.

  
(Uttank Joshi)  
Asstt. DG

Encl:- As above

To

1. The Secretary, Ministry of Culture/ Housing and Urban Affairs/ Environment & Forest/ Civil Aviation/ Road Transport & Highways/ Railways/ Skill Development
2. Addl. Chief Secretaries/ Principal Secretaries/ Secretaries,  
Deptt. Of Tourism, All States / UTs
3. The Regional Director, India Tourism Delhi/ Mumbai/ Kolkata/ Chennai/ Guwahati
4. The Team Leader, M/s Ernst & Young, NPMU of Ministry of Tourism for Swadesh Darshan Scheme

**Subject:- Proceedings of the 1<sup>st</sup> meeting of the Mission Directorate of Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 21/6/2022 at 3 PM**

**Agenda 1.1 Leave of Absence**

Additional Secretary welcomed the participants to the first meeting of the Mission Directorate and gave the brief background of Swadesh Darshan 2.0 scheme. The list of attendees is given in annexure-1. Leave of absence was granted to the members, who could not attend the meeting.

**Agenda 1.2 Introduction of the Scheme**

1. A presentation was made to the members about Swadesh Darshan 2.0 scheme guidelines by National Program Management Unit (NPMU) covering the following:
  - (i) Nine Reforms under Swadesh Darshan Scheme
  - (ii) Vision, Mission and Objectives of the Scheme
  - (iii) Key Principles to be followed under the Scheme
  - (iv) Provisions regarding Project Preparation and Implementation
  - (v) Funding Pattern and Disbursal of Funds
  - (vi) National Institutional Framework
  - (vii) State Institutional Framework
  - (viii) Monitoring and Evaluation
2. It was emphasised that the key objective of the scheme is to create a robust framework for integrated development of tourism destinations in partnership with the States/ UTs and local governments for promoting sustainable and responsible tourism in the country.
3. It was further informed that the scheme guidelines have been circulated to all the State Governments vide OM No. SD-8/15 /2020-SD dated 19.04.2022.
4. The agenda item was noted by the members and following suggestions were made

- (i) Destination management committee may include suitable representation from the local community.
- (ii) Ease of doing business and online provision for various regulatory services for hospitality industry may be provisioned.
- (iii) All major tourism themes and products having strong potential in India to be encouraged through this scheme.
- (iv) Fund disbursement structure to be realigned with revised guidelines

### **Agenda 1.3 Submission of State Perspective Plans by the State**

1. The States/ UTs were requested to submit the State Perspective Plan as per the requirement of the scheme guidelines, to assess the major destinations, theme, status of tourism ecosystem and top 5 destinations proposed to be developed under the Swadesh Darshan 2.0 Scheme in order of priority.
2. It was informed that format of the State Perspective Plan has been circulated to all the State Governments vide **OM No. SD-8/15 /2020-SD dated 20.04.2022** and online portal for submission of State Perspective Plan by the State/UT has been set up. Login credentials for testing of SPP portal has been shared to State Government / UT Administration.
3. Major sections of the state perspective plan were discussed during the meeting. States/UTs were further requested to share test observation and provide feedback to the Ministry on any issues while using the online portal. It was noted that observations on the SPP have been submitted by Andhra Pradesh and are being reviewed and addressed by NIC team.
4. States/UTs were also requested to submit the State Perspective Plans duly approved by State Steering Committee by 30<sup>th</sup> June 2022. All States/UT were requested to ensure notification of the State Steering Committee as per the scheme guidelines.
5. It was further informed to the States/UT that the destinations will be sanctioned under the scheme based on first come first serve, subject to the availability of funds, adherence to the scheme guidelines and past performance of the States.
6. The current status was reviewed in the meeting. It was noted that Karnataka is the only State ready with data for SPP submission and is in the process of seeking approval from the State Steering Committee.

### **Agenda 1.4 State Institutional Structure and Empanelment of PDMC**

1. NPMU presented the salient features of State Institutional Structure as contained in the guidelines of the Scheme. The States were informed that one of the key reforms in Swadesh Darshan Scheme 2.0 is to provide for well laid out State Institutional Structure.
2. The States were requested to expedite notification of the State Steering Committee and State Nodal Officer.
3. NPMU presented the salient features of the proposal to empanel project design and management consultants to provide end to end support for project planning, design, bid process, supervision and monitoring of the Scheme at the State level and effective reporting and coordination with the Ministry of Tourism.
4. It was explained that the Project Development and Management Consultants (PDMC) will provide the following broad support:
  - (i) Preparation of Destination Master Plan
  - (ii) Preparation of Detailed Project Report
  - (iii) Preparation of Bid Documents & Bid Process Management
  - (iv) Project Monitoring & Reporting
  - (v) Support in onboarding O&M Operator agencies
  - (vi) Assistance in undertaking Project Improvement Activities
5. Major aspects related to PDMC empanelment and selection were discussed during the meeting including:
  - (i) Indicative Team Structure
  - (ii) Indicative Milestones and Payment Structure
  - (iii) Deliverable Timelines
  - (iv) Consideration of Minimum Eligibility
  - (v) Technical Evaluation Framework
  - (vi) Empanelment Terms
  - (vii) Selection of PDMC by State from Empanelment List
6. It was informed that the process for empanelment is underway and would be finalized at the earliest. It was further informed that the States should go ahead and prepare State Perspective Plans without waiting for the empanelment of PDMCs.
7. States/ UT were requested to expedite refund of balance funds with IA to Central Nodal Agency (ITDC) and open a subsidiary account as per the instructions issued by the Ministry. The needful may be done by 30<sup>th</sup> June

and it was further informed that no new project will be sanctioned without compliance of the above instructions.

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8. Annexure 1: List of Attendees

Sno	Member	Attendee
<b>Ministry of Tourism</b>		
1	Additional Secretary, MoT	Rakesh Kumar Verma, Additional Secretary
2	Deputy Secretary, Finance, MoT	P. Haridasan Pillai, Deputy Secretary, Finance
3	Director Tourism, MoT	Uttank Joshi, Assistant DG, SD Division Piyush Jain, Team Leader, NPMU Faisal Khan, Finance Expert, NPMU Mir Munib, MIS Expert, NPMU Deepika Nagpal, Tourism Development Expert, NPMU Kunal Singh, Planning Expert, NPMU Aravind Visvanathan, Project Monitoring Expert, NPMU Akhil Kurian, Project Monitoring Expert, NPMU
<b>Representatives from Line Ministries</b>		
4	Ministry of Culture	--
5	Ministry of Housing and Urban Affairs	G Ravinder, Director, Mission Directorate, MoHUA
6	Ministry of Environment and Forest	Rakesh Kumar, DIG, MoEF
7	Ministry of Civil Aviation	Smt. Usha Padhee, JS, MoCA
8	Ministry of Road Transport & Highways	A Maulik, EE (PL), MoRTH
9	Ministry of Railways	--
10	Ministry of Skill Development	--
<b>State/ UT Tourism Department</b>		
11	Andaman & Nicobar	Anil Kumar, Asst. Manager
12	Andhra Pradesh	CSN Murthy, Chief Engineer
13	Arunachal Pradesh	-
14	Assam	Rajveer Husain, Secretary Tourism

15	Bihar	Kanwal Tanuj, Additional Secretary
16	Chhattisgarh	Mohsin Ansari, Manager, CTB
17	Chandigarh	-
18	Delhi	Pooja Dhawan, Delhi Tourism
19	Daman & Diu	-
20	Goa	Narayan Mayekar, SE GTDC
21	Gujarat	-
22	Haryana	Rajinder K Sharma, Liaison Officer, Haryana Tourism
23	Himachal P	Manoj Sharma, Additional Director
24	Jammu & Kashmir	Sarmad Hafeez, Secretary Tourism
25	Jharkhand	Omkar Bharti, Nodal Officer
26	Kerala	Rajeev Kariyil, Planning Officer
27	Ladakh	Kunzes Angmo, Director Tourism
28	Lakshadweep	-
29	Madhya Pradesh	Vivek Shrotriya, Additional Managing Director
30	Maharashtra	Vinay Vawdwane, Executive Engineer
31	Manipur	-
32	Meghalaya	D Syiem, Assistant Director
33	Mizoram	R Lalrinchaani, Deputy Director
34	Nagaland	NCS Theodore, Nodal Officer
35	Odisha	Sachin R Jadav, Director Tourism
36	Puducherry	T Arun, Secretary Tourism
37	Punjab	Karnesh Sharma, Director
38	Rajasthan	Rajesh Sharma, Joint Director
39	Sikkim	Pragya Singh, Additional Chief Engineer
40	Tamil Nadu	-
41	Telangana	Manohar Rao, MD Tourism
43	Tripura	Tarik Kanti Chakma, MD
44	Uttar Pradesh	Ashwani Kumar Pandey, Special Secretary Tourism, UP

45	Uttarakhand	-
46	West Bengal	Subir Chatterjee, Special Secretary Tourism
47	Karnataka	Anitha Bhaskar, Deputy Director
<b>Representatives of Travel Trade and Hospitality Industry</b>		
48	HAI	Charulata Sukhija, Dept. Secretary General
49	FHRAI	Abhishek Kumar, Asst. Secretary
50	IATO	Rahul Chakravarthy, COO