

File no. SD-8/15/2020-SD (part I)

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

Transport Bhawan  
Parliament Street  
New Delhi

Dated 07.11.2022

**Subject:- Proceedings of the 6<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 held on 03/11/2022 at 04.30 PM under the Chairmanship of Additional Secretary (Tourism).**

I am directed to enclose proceedings of the 6<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 held on 03/11/2022 at 04.30 PM under the Chairmanship of Additional Secretary (Tourism) for kind perusal.

  
(Uttank Joshi)

Asstt. DG

**Encl.:- As above.**

To

- (i) The Secretary, Ministry of Culture/Housing & Urban Affairs/Environment & Forest/Civil Aviation/ Road Transport & Highways/Skill Development & Entrepreneurship/Railways
- (ii) Principal Secretary (Tourism), Deptt. of Tourism, SG/UT of Karnataka, Ladakh, Nagaland, Odisha, Telangana, Sikkim
- (iii) The Director / Under Secretary (F) Ministry of Tourism, N. Delhi.
- (iv) The President, HAI/FHRAI/IATO.
- (v) The Director (SD), M/o Tourism, N. Delhi.
- (vi) The Regional Director, India tourism, Delhi, Mumbai, Chennai, Kolkata, Guwahati
- (vii) PS to Addl. Secretary (Tourism)

**Proceedings of the 6<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 03/11/2022 at 04 30 PM**

**Agenda 6.1 Leave of Absence**

The 6<sup>th</sup> meeting of the Mission Directorate was held on 03/11/2022 at 04 30 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 6.2 Confirmation of the proceedings of the fifth meeting**

The proceedings of the fifth meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 09/9/2022 were confirmed.

**Agenda 6.3 Swadesh Darshan 2.0 – Destination Centric Approach**

1. The members were informed of the background of revamping Swadesh Darshan Scheme launched in 2015 as Swadesh Darshan 2.0 by the Ministry of Tourism and the guidelines of the Scheme were already circulated to all the members.
2. It was emphasised that the SD 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourist destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms. It is a destination centric and tourist centric scheme.
3. A presentation on the Destination Centric Approach under the Swadesh Darshan 2.0 was made by the NPMU covering the following key areas:

**(i) Defining Destination**

Under Swadesh Darshan 2.0, Destinations having an existing tourism ecosystem with accommodation facilities for overnight visitors, tourism infrastructure amenities & services, having connectivity options for the travellers and availability of tourism service providers such as travel agents, guides and Taxi facilities would be considered. Thus, Destination would act as unit for Planning, Development and Analysis.

**(ii) Destination Management Organisations**

DMOs will play a crucial role in implementing the scheme. The prime functions of the body will be to ensure effective planning and development, coordination with the public and private agencies, deploying a grievance redressal mechanism, ensuring larger community engagement and participation in the developmental activities, management and materialising a Visitor Information System.

**(iii) Data Driven Destination Management**

a. Destination Profiling:

The key attributes would be mapped and put out in a digital platform such as website, mobile app, videos which is user friendly and helps in better visibility of the destination. This would include the destination's attractions, linked circuits and popular itineraries, transit, and accommodation options.

Destination Digitalization will be undertaken for better facilitation and seamless experience for tourists in booking of rooms, guides, deals & tickets, curation of destination's cultural and historical content, live feed and streaming, destination information, creation of micro-website, mobile application, and furthermore social media promotions.

b. Baseline KPI and quarterly measurement

In order to assess the level of tourism development in the destinations, baseline information & performance on the Key Performance Indicators both from the demand (End user-Tourists) & supply (Tourism Service Providers) sides of the sector would be monitored on a quarterly basis.

c. Destination Dashboard

For ease of monitoring of the Destination Profile, KPIs and other attributes of the development a Dashboard would be created exclusively for the destination which would be integrated to the SD 2.0 scheme Master Information System (MIS) Dashboard.

**(iv) Destination Master Plan**

Master Plan will be laid out to foresee strategic vision and planned development of the destination. MoT will bring out model Master Plan and DPR templates to ensure consistency in the structure. Focus on the Master Plan would be to impart principles of Sustainability and Responsible Tourism with larger emphasis on Public Private Partnerships.

**(v) Destination Marketing**

Brand identity of the destination could be materialised by use of quick-win solutions such as a logo or tagline, Public Arts initiatives, Place-Making & Tactical Urbanism and promotion of local products through souvenir shops. Later efforts would be streamlined to popularise 'One major Product from the Destination' and have a dedicated branding strategy for the destination.

**(vi) Destination Based Skilling**

State/District Management Committee will undertake efforts in organising capacity building and skill development programmes as identified. Special focus in moulding guides with multilingual abilities & story telling capabilities. Also creating more opportunities in traditional folklore and revival of destination's intangible heritage would be targeted.

**(vii) Adopt the Destination**

In order to impart a sense of ownership to the community various programs would be planned such as convergence with the 'Adopt a Heritage' and 'YUVA Tourism Clubs' initiatives of the Ministry. Further local Colleges and Universities would be encouraged to 'Adopt a Destination'. Celebrities and Diaspora rooted to the destination will also be leveraged for active branding and promotion.

**(viii) Private Investment in Tourism**

A plan for management of revenue-generating assets, which can have public-private partnership and non-revenue generating assets, which will give budgetary support will be worked out and implemented. Master Plans would also identify potentials areas for Private investment and participation at the destination.

**(ix) Improving Framework Conditions**

Destination Management Committee will review framework conditions at the destination particularly health, hygiene, safety, civic infrastructure, overall quality of maintenance of the destination. Synergy with ongoing schemes of Government of India would be established in collaboration with the Central Ministries and other agencies.

#### **Agenda 6.4 Review of State Perspective Plans and Shortlisting of Destinations**

1. NPMU presented their appraisal of 6 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?

#	Item
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

2. Detailed appraisal of the six SPPs as per above parameters in respect of the following States are enclosed as **Annexure-2**:
  - (i) Karnataka
  - (ii) Ladakh
  - (iii) Nagaland
  - (iv) Odisha
  - (v) Telangana
  - (vi) Sikkim
  
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:

**(i). Karnataka**

The SPP was found in order and there were no observations. Two shortlisted destinations of Hampi and Mysuru were recommended.

**(ii). Ladakh**

The SPP was found in order and there were no observations. Two shortlisted destinations of Leh and Kargil were recommended.

**(iii). Nagaland**

The SPP was found in order and there were no observations. Two shortlisted destinations of Niuland and Chumukeidma were recommended.

**(iv). Odisha**

The SPP was broadly found in order and the State was asked to expedite constitution of State Steering Committee and designate State Mission Director. Two shortlisted destinations of Koraput & Debrigarh were recommended.

**(v). Sikkim**

The SPP was found in order and there were no observations. Two shortlisted destinations of Gangtok and Gyalshing were recommended.

**(vi). Telangana**

The SPP was broadly found in order and the State was asked to expedite constitution of State Steering Committee and designate State Mission Director. Two shortlisted destinations of Bhongir and Nagarjuna Sagar were recommended.

States are further requested to expedite pending compliances as noted above so that next steps may be taken for implementation of the Scheme.

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## Annexure 1: List of Participants

### 1. List of participants from Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Housing and Urban Affairs	Y S Yadav	Deputy Secretary
2.	Skill Development & Enterprises	Bilochan Gahan	Assistant Director
3.	Railway	Barjesh Dharmani	Executive Director, Railway Board

### 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.	Karnataka	Anitha Bhaskar	Deputy Director
2.	Ladakh	Kunzes Angmo	Director Tourism
3.	Nagaland	Kitto Zhimomi	Commissioner cum Secretary
4.	Odisha	A N Singh Laguri	Additional Secretary
5.	Telangana	B Manohar	MD, TSDC
6.	Sikkim	Neeraj Pradhan	Chief Engineer

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

Sn.	Name	Designation
1.	Prashant Ranjan	Director (T)
2.	Haridasan Pillai	Director, Finance
3.	Pawas Prasoon	Assistant Director
4.	Faisal Khan	Member, NPMU
5.	Deepika Nagpal	Member, NPMU
6.	Aravind Viswanathan	Member, NPMU
7.	Kunal Singh	Member, NPMU



## Annexure II

### Destinations to be Shortlisted by 6<sup>th</sup> Mission Directorate

Evaluation/ Appraisal

of Perspective Plans submitted by States of Karnataka, Ladakh, Nagaland, Odisha, Sikkim  
and Telangana under Swadesh Darshan 2.0

**Name of the State/ UT: Karnataka**

#### 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	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	Yes	-

<b>Are all the fields of the SPP provided by the State/ UTA complete and in order?</b>			
<b>#</b>	<b>Name of the Field</b>	<b>Yes/ No</b>	<b>Comments</b>
5	Tourism Statistics	No	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	NA	No project

**C. Performance of State/UTA in SD 1.0**

<b>#</b>	<b>Item</b>	<b>Yes/ No</b>	<b>Comments</b>
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	No	NA

**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: Hampi**

<b>#</b>	<b>Item</b>	<b>Remarks</b>
1	Major tourism attractions, offerings, and themes	The Hampi Group of Monuments was inscribed as a World Heritage Site in 1986  Hampi offers multiple experiences like heritage, pilgrim, adventure, historical and ecological attractions for visitors of the site.  Part of Northern Karnataka Circuit
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>• It is located over a 35 Km from Toranagallu airport</li> <li>• It is located over a 12 Kms from Hospete railway station</li> </ul>

		<ul style="list-style-type: none"> <li>It is connected by National Highway 67, State highway 131,49</li> </ul>
3	Connectivity to any tourist circuit	Hampi is part of the Northern Karnataka Circuit along with other destinations Hampi, Badami, Aihole, Pattadakal and Vijayapura.
4	Current tourism eco system	<ul style="list-style-type: none"> <li>Existing tourism theme of destination includes Heritage, Pilgrimage, Adventure, Historical tourism, and Ecotourism</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>Potential destination for Ecotourism and MICE tourism.</li> <li>MOT has identified Hampi under Iconic destination scheme</li> <li>Suggested MICE tourism during offseason April- September</li> </ul>

**Name of the Second Shortlisted Destination: Mysuru**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Mysuru is one of the most visited tourist destination in the state. Major Attractions include</p> <ul style="list-style-type: none"> <li>Mysuru Palace</li> <li>Mysuru Zoo</li> <li>Brindavan Garden</li> <li>St. Philomina Church</li> <li>Chamundeshwari Temple at Chamundi hill</li> <li>Ranganath Swamy Temple</li> <li>Gumbaz</li> <li>Tippu Dariya Daulath Fort</li> </ul>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>10 Kms away from Mysuru airport</li> <li>180 Kms away from Bangalore airport</li> <li>3 Kms away from Mysuru railway station</li> <li>5 Kms away from National Highway</li> </ul>

3	Connectivity to any tourist circuit	Yes, Part of south Karnataka circuit linking Bangalore, Coorg and Chikamagluru
4	Current tourism eco system	Mysuru is a well established city with adequate accommodation and transit facilities. It is also home to various institutions.
5	Future tourism potential	Potential destination for Culture and Heritage and MICE tourism. The State Govt. has identified 80 acre land parcel for development under PPP opposite to the Mysuru palace with proposed interventions like exhibition centre, convention centre, resorts and wellness centre

Name of the State/ UT: Ladakh

**E. 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	-

**F. 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	Yes	-
2	Policy Environment	No	No Dedicated Tourism Policy Adopted Homestay Policy
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	No	-
5	Tourism Statistics	No	-
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	3 Projects

**G. Performance of State/UTA in SD 1.0**

#	Item	Yes/ No	Comments
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	Sanction to former J&K State  1. Gulmarg-Baramulla-Kupwara- <b>Kargil-Leh</b>  2. Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri- <b>Kargil-Leh</b>  3. Anantnag-Kishtwar-Pahalgam- <b>Zanskar -Padum-Daksum</b> -Ranjit Sagar Dam

**H. 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: Leh Town**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Leh town is the starting point of Leh-Ladakh Tours  It is well accessible by Air and Road.  The town showcases the architectural heritage and socio-cultural history of Ladakh, demonstrating an indigenous aesthetic as well as links to Central Asia, Tibet and Kashmir.
2	Connectivity by Air, Rail and Road including local trav	<ul style="list-style-type: none"> <li>• It is located over a 2 Km from Leh airport</li> <li>• It is connected by National Highway 1,3</li> </ul>

3	Connectivity to any tourist circuit	Leh is part of all Leh -Ladakh Itineraries
4	Current tourism eco system	<ul style="list-style-type: none"> <li>Existing tourism theme of destination includes War, Adventure, Pilgrimage, Ecotourism, Culture and Heritage, Geo Tourism.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>Potential site to promote War, Adventure, Pilgrimage, Ecotourism, Culture and Heritage, Geo Tourism.</li> <li>Destination is accessible by air and road.</li> <li>9 major tourism projects development are in process under Swadesh Darshan and State Govt. respectively</li> <li>4 tourism projects development are in pipeline under State Govt.</li> </ul>

**Name of the Second Shortlisted Destination: Kargil**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Base for visiting Drass, the 1999 war sites, Mubekh and the Zaskar valley</p> <p>Potential destination for development of tourism infrastructure like Water Bodies, Amusement Parks, Rock climbing Sites, Ice Skating Sites, Short Trekking peaks etc.</p>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>214 Kms away from Leh airport</li> <li>Connected with National Highway 1D</li> </ul>
3	Connectivity to any tourist circuit	<p>Yes,</p> <p>Leh-Drass-Kargil</p> <p>Kargil-Sankoo-Panikhar-Tangole</p> <p>Kargil-Drass-Suru Valley-Aryan Valley</p> <p>Kargil-War memorial drass-Kurbathang</p> <p>Kargil Mulbekh-Aryan Valley-Srinagar/Leh</p>

4	Current tourism eco system	<ul style="list-style-type: none"> <li>• Existing tourism theme of destination Border, Adventure, Pilgrimage, Culture &amp; Heritage, Rural and Recreational Tourism.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>• Potential site to promote Border, Adventure, Pilgrimage, Culture and Heritage, Rural and Recreational Tourism.</li> <li>• Situated at an equidistant point from Srinagar, Leh and Padum (Zaskar) and Skardo (Baltistan), Kargil remains as important station.</li> <li>• Entry to Zaskar Valley Adventure activities</li> </ul>



**Name of the State/ UT: Nagaland**

**I. 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	-

**J. Compliance with the template provided for SPP**

<b>Are all the fields of the SPP provided by the State/ UTA complete and in order?</b>			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	Off- Road Adventure, tribal Festivals, Amur Falcon Conservation Week, Angling Festival, Handicrafts- Loin & Loom Festival, Music Festival, Kholar Festival, Apple Festival, Orange Festival, Honey Festival etc.
4	Quality Certification Schemes	No	-

<b>Are all the fields of the SPP provided by the State/ UTA complete and in order?</b>			
<b>#</b>	<b>Name of the Field</b>	<b>Yes/ No</b>	<b>Comments</b>
5	Tourism Statistics	Yes	Guidelines for tourism statistics circulated by MoT.
6	Digitisation of Tourism Information	Yes	-
7	State Performance in implementation of SD 1.0	Yes	2 Projects 100% complete

**K. Performance of State/UTA in SD 1.0**

<b>#</b>	<b>Item</b>	<b>Yes/ No</b>	<b>Comments</b>
1	Were any project(s) sanctioned in Swadesh Darshan 1.0	Yes	1. Tribal Circuit Kohima-Peren-Wokha  2. Tribal Circuit Mokokchung-Tuensang-Mon
<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	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?	Yes	-
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	Yes	-

#	Item	Yes/ No	Comments
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	-

**L. 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: Nuiland**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	New district carved out of Dimpaur district.  Potential for promoting rural and eco-tourism, birdwatching and offroad adventure tourism.  Accredited by NEC for capacity building and developing infrastructure for Off-Road Tourism.
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>• It is located over a 30 Km from Dimapur airport</li> <li>• It is located over a 35 Kms from Dimapur railway station</li> <li>• It is also connected by State highway 129 A</li> </ul>
3	Connectivity to any tourist circuit	Part of the state tourism circuit connecting Kohima
4	Current tourism eco system	<ul style="list-style-type: none"> <li>• Existing tourism theme of destination includes Ecotourism, Birdwatching and 4X4 off road adventure</li> </ul>

5	Future tourism potential	<ul style="list-style-type: none"> <li>• Potential destination for Ecotourism, Birdwatching and Adventure Tourism</li> <li>• Destination is accessible by air and proposed railway track is touching the district.</li> <li>• Popular site for the amur falcon roosting at Hokhezhe.</li> </ul>
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**Name of the Second Shortlisted Destination: Chumoukedima**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> <li>• New district carved out of Dimpaur district.</li> <li>• Beautiful Landscape</li> <li>• Potential site for MICE tourism due to good accessibility, adequate hotels &amp; convention centers</li> </ul>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>• 10 Kms away from Dimapur airport</li> <li>• 12 Kms away from Dimapur railway station</li> <li>• Is connected with State Highway 129A</li> </ul>
3	Connectivity to any tourist circuit	Part of the state tourism circuit connecting Kohima
4	Current tourism eco system	<ul style="list-style-type: none"> <li>• Existing tourism theme of destination includes Ecotourism and MICE tourism.</li> <li>• Destination is recently seeing spurt in accommodation units, with existing 1800+ rooms.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>• Potential destination for Ecotourism and MICE tourism.</li> <li>• Potential site for MICE tourism due to good accessibility (air, rail &amp; road), adequate Hotels &amp; convention centers</li> </ul>

**Name of the State/ UT: Odisha**

**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**

<b>Are all the fields of the SPP provided by the State/ UTA complete and in order?</b>			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
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	Yes	-
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. Gopalpur (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?	No	The Project is not 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	The Project is not completed
4	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	The Project is 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?	No	The Project is 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: Koraput**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Koraput is a popular destination in southern Odisha known for Tribal and ecotourism. Deomali is prime hilltop attraction in the Koraput district.</p> <p>It has presence of rich tribal civilisation thriving among Kandhas, Parajas, Bhumia, Malis and Bhotias communities.</p> <p>The natural landscapes in Koraput has also potential for further augmenting for trekking/adventure activities.</p>
2	Connectivity by Air, Rail and Road including local travel	The Jeypore airport is just 20 km from Koraput HQ and is under development for emerging as a key transit hub in the region. Koraput is also accessible from the Vishakhapatnam airport (230 km) and has Koraput Jn railway station.
3	Connectivity to any tourist circuit	<p>Koraput is part of the extended tribal circuit covering tribal hamlets of Chhattisgarh- Jagdalpur &amp; Andhra Pradesh- Arakku.</p> <p>Within the district, Gupteswar temple-Rani Duduma waterfall-Koraput coffee garden-Hal aerospace museum-Kolab dam-Deomali are the prime attractions</p>
4	Current tourism eco system	<ul style="list-style-type: none"> <li>Existing tourism theme of destination includes Ecotourism and Tribal tourism.</li> <li>Destination has 13 attractions and around with 14 accommodation units with 300+ rooms.</li> </ul>
5	Future tourism potential	Potential destination for Ecotourism and Tribal tourism to celebrate and promote the lifestyle of primitive tribes, their rituals, and practices.

**Name of the Second Shortlisted Destination: Debrigarh**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Debrigarh sanctuary (Veer Surendra Sai ) is situated near Hirakud Dam and is an important

#	Item	Remarks
		sanctuary home to 40 species of mammals, 234 species of birds, 41 species of reptiles. It also has picturesque waterfalls (viz. Barabakhara, Nalichuan, Aapkhola waterfalls etc.) offering views of the Hirakud Dam
2	Connectivity by Air, Rail and Road including local travel	167 kms from Jharsuguda airport and connected to Bargarh Road 24 kms. It is around 15 kms away from National Highway.
3	Connectivity to any tourist circuit	<ul style="list-style-type: none"> <li>• It is part of multiple travel itineraries</li> <li>• Sambalpur - Debrigarh Wildlife Sanctuary - Satkosia Wildlife Sanctuary</li> <li>• Debrigarh Wildlife Sanctuary -Nrushingnath- Harishankar (Bolangir)- Sonapur</li> <li>• Debrigarh Wildlife Sanctuary- Bargarh- Jharsuguda- Sundargarh – Deogarh - Keonhjar</li> </ul>
4	Current tourism eco system	<ul style="list-style-type: none"> <li>• Existing tourism theme of destination includes Wildlife, Ecotourism and Water sports activities</li> <li>• Destination has 9 attractions and around with 37 accommodation units with 638 rooms</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>• Potential destination for Ecotourism, Wildlife tourism and Water sports activities</li> <li>• The destination has active nature camps which are managed by the local community which could be further leveraged to promote entrepreneurial opportunities in the sector</li> </ul>



**Name of the State/ UT: Sikkim**

**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**

<b>Are all the fields of the SPP provided by the State/ UTA complete and in order?</b>			
#	Name of the Field	Yes/ No	Comments
1	State Tourism Profile	Yes	-
2	Policy Environment	Yes	-
3	Product Development and Partnership with Private Sector	Yes	-
4	Quality Certification Schemes	No	-
5	Tourism Statistics	No	-
6	Digitisation of Tourism Information	Yes	-
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. Rangpo 2. Singtam
<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	State to submit completion certificate within 1 month of completion of the project.  2 out of 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?	Yes	Information submitted
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7127/2020 dated 06.06.2021?	Yes	Information submitted
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	Information submitted

**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: Gangtok**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	Gangtok is the capital of the state and also known as the Land of monasteries Views of Mount Kanchenjunga and part of all north-eastern itineraries of India Tumin is popular for natural landscapes & Temi is famous for Organic Temi Tea Gardens.
2	Connectivity by Air, Rail and Road including local travel	It is connected to Pakyong 27 kms & Bagdogra airport around 123 kms and New Jalpaiguri railway station which is 119 km. It is also connected to National Highway 717.
3	Connectivity to any tourist circuit,	It is part of all the major itineraries of Sikkim. <ul style="list-style-type: none"> <li>• Bagdogra-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar</li> <li>• Bagdogra-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang</li> <li>• Pakyong-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar Pakyong</li> <li>• Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang</li> <li>• New Jalpaiguri-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachen-Gurudongmar</li> <li>• New Jalpaiguri-Siliguri-Rangpo-Singtam-(Tumin)-Dikchu-Mangan-Chungthang-Lachung-Yumthang</li> </ul>
4	Current tourism eco system	<ul style="list-style-type: none"> <li>• Existing tourism theme of destination includes Culture &amp; Heritage, Adventure, Ecotourism, and Rural tourism.</li> <li>• Destination has nearly 25 attractions and 675 accommodation units catering to tourists needs.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>• Gangtok can be promoted as City of festivals.</li> <li>• Tumin &amp; Temi as near to Gangtok with enhanced infrastructural facilities can be promoted as Ecotourism sites.</li> </ul>

**Name of the Second Shortlisted Destination: Gyalshing**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Gyalshing is a new District -cum- HQ and is popular for Pelling which is located just 10 Kms from the town. It has sight of the Khangchendzonga and the neighboring peaks</p> <p>It is also famous for Pemayangste monastery. Pelling has many sites for mountain biking, rock climbing, village tours, meditations, and serves as a base for treks in the region.</p>
2	Connectivity by Air, Rail and Road including local travel	It is located 128 kms from Pakgong and 160 km from Bagdogra. New Jalpaiguri railway station is 152 km and is also connected with National Highway 510
3	Connectivity to any tourist circuit	Part of the established itineraries of Sikkim. 1. Bagdogra-Siliguri-Melli-Nayabazar-Legship-Gyalshing
4	Current tourism eco system	Destination attracts thousands of tourists annually (majorly domestic tourists) and has nearly 10 accommodation units.
5	Future tourism potential	Gyalshing with the new district administration could give more impetus to the ongoing tourism activities in the region through better destination management and position it as an important area for Ecotourism, Rural tourism and Agri-tourism

Name of the State/ UT: Telangana

**M. 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 constituted by the State and notification to be shared with MoT

**N. 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	Yes	-
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	Yes	-
7	State Performance in implementation of SD 1.0	Yes	2 Projects 100% complete 1 Project 73% complete

**O. 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. Eco-Tourism Mahaboobnagar District 2. Tribal Circuit – Mulugu 3. Heritage Circuit - Qutub Shahi
<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 1 project pending completion
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	1 project pending completion Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 18 <sup>th</sup> Jan 22
4	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	1 project pending completion Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 2 <sup>nd</sup> Nov 22

#	Item	Yes/ No	Comments
5	Has State/ UTA furnished O&M details for revenue generating components as per the template shared in Office Letter dated 24.06.2022?	No	1 project pending completion  Information regarding Mulugu(Tribal) and Somasila(Eco) were submitted on 1 <sup>st</sup> July 2022

**P. 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: Bhongir**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Bhongir is the HQ of the Yadadiri -Bhuvanagiri district and is popular for Bhongir Fort- a massive impregnable structure erected by Chalukya ruler, Tribhuvanamalla Vikramaditya VI. Its history is traced back to the 10th century.  The revamped Yadagirigutta – Prominent ancient temple of Lord Narsimha Swamy is attracting ~10,000 pilgrims/day is just 15km from the Fort
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> <li>• It is located over a 100 Km from Hyderabad which has a major airport and further is well connected by NH 65</li> <li>• It is also well connected by rail from Secunderabad 43 Kms</li> </ul>
3	Connectivity to any tourist circuit	It is part of Bhongir-Yadadri-Kolanupaka-Rajapet Circuit (60 km)

4	Current tourism eco system	<ul style="list-style-type: none"> <li>Existing tourism theme of destination includes Culture &amp; Heritage and Pilgrimage tourism.</li> <li>Destination has nearly 10 attractions and 1 accommodation units with 38 rooms.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>Bhongir fort can be promoted as site for fairs and festivals.</li> <li>Heritage walks, live performances, and handicrafts involving local community.</li> <li>Bhongir fort and around needs upliftment of tourism infrastructure development,</li> <li>Potential for Adventure sports activities e.g. rock climbing, rappelling etc.</li> </ul>

**Name of the Second Shortlisted Destination: Nagarjuna Sagar**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<ul style="list-style-type: none"> <li>A popular Buddhist destination in India. A large Buddhist Theme Park named Buddhavanam has been developed recently.</li> <li>It has also the world's largest masonry dam protected with 26 gates built across River Krishna. Attracts tourists owing to its magnificence and well covered dense green surroundings of the Nagarjunsagar-Srisailem Tiger Reserve.</li> </ul>
2	Connectivity by Air, Rail and Road including local travel	120 Kms away from Hyderabad airport
3	Connectivity to any tourist circuit	Anupu-Nagarjuna Sagar
4	Current tourism eco system	Existing tourism theme of destination includes Pilgrimage, Ecotourism and Wildlife.



		<ul style="list-style-type: none"> <li>• Destination is recently seeing spurt in accommodation units, with existing 50+ rooms.</li> </ul>
5	Future tourism potential	<ul style="list-style-type: none"> <li>• Potential to emerge as popular weekend Gateway for Buddhist Pilgrimage, Ecotourism and Wildlife tourism.</li> <li>• Water sports activities can be developed at the Dam</li> <li>• Potential for Weekend Leisure/ Entertainment Tourist Hub</li> </ul>

