

Proceedings of the 13th meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held 12/09/2023 at 4 00 PM

Agenda 13.1 Leave of Absence

The 13th meeting of the Mission Directorate (MD) was held on 12/09/2023 at 4 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 13.2 Confirmation of the proceedings of the 12th Meeting

The proceedings of the 12th meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 16/08/2023 were confirmed.

Agenda 13.3 Progress on compliances with Swadesh Darshan 2.0 Pre-Requisites

1. The State/UT wise status of pending compliances was discussed and it was decided as under:

Sno	State	Pending Pre-requisites	Remarks
1	Himachal Pradesh	Signing of Agreement with selected PDMC	The State informed that the agreement with PDMC will be signed within a week's time. The State was directed expedite by 20.09.2023.
2	Gujarat	MoU	The State was directed to expedite the submission of the MoU by 20.09.2023.
3	Jharkhand	Signing of Agreement with selected PDMC	The State informed that the agreement with PDMC will be signed within a week's time. The State was directed to expedite by 20.09.2023.
4	Maharashtra	Signing of Agreement with selected PDMC	The State informed that the agreement with PDMC will be signed by 15.09.2023.

Sno	State	Pending Pre-requisites	Remarks
5	Manipur	(i). SIA (ii). DMC (iii). MoU	The State has shared the details of the SIA with Ministry. The State also informed that DMC has been formulated and the details along with MoU will be shared with the Ministry within a week's time.
6	Odisha	(i). SIA (ii). MoU	The State was directed to expedite the submission of the pending pre-requisites by 15.09.2023.

Agenda 13.4 Status of Engagement of PDMCs and request for sanction of funds

1. It was noted that Ministry of Tourism vide O.M. No SD-8/15/2020-SD dated 24.07.2023 has circulated template to all States/UTs for submitting request for sanction and release of funds for PDMC engagement.
2. It was further noted that 19 States/ UTs have submitted the request for sanction and release of funds for PDMC engagement. The same have been checked by NPMU and found to be in order as per following details:

Sn	State/UT	SIA	Letter No & Date	Amount (in ₹, excl. GST)
1.	Andhra Pradesh	APTDC	YAT&C(T)/APTDC/SD 2.0/2023 dt. 03.08.2023	₹ 5,94,00,000
2.	Arunachal Pradesh	ATB	Secy/CA/Tou/AP/08/2020-2023/349 dt. 31.08.2023	₹ 5,46,00,000
3.	Assam	ATDC	E.243379/55 dt. 07.08.2023	₹ 5,87,40,000
4.	Goa	GTDC	Letter dt. 01.09.2023	₹ 5,39,00,000
5.	Karnataka	KTIL	Letter dt. 28.08.2023	₹ 5,51,10,000

Sn	State/UT	SIA	Letter No & Date	Amount (in ₹, excl. GST)
6.	Kerala	DoT	Letter dt. 27.07.2023	₹ 6,03,90,000
7.	Ladakh UT	DoT	I/12975/2023 dt. 08.08.2023	₹ 6,07,20,000
8.	Madhya Pradesh	MPTB	5172/Plg/MPTB dt. 04.08.2023	₹ 5,77,50,000
9.	Meghalaya	DoT	50/2022/Pt/22 dt. 02.08.2023	₹ 5,54,40,000
10.	Mizoram	DoT	B.11014/3/2023-Tour dt. 10.08.2023	₹ 5,67,14,090
11.	Nagaland	NTB	Trsm- CSS/35/21/2023/268 dt 23.08.2023	₹ 5,25,80,000
12.	Punjab	PHTPB	PHTPB/2023/2313 dt- 18.08.2023	₹ 5,77,50,000
13.	Rajasthan	DoT	F.19(326) DT/CSS/2022/8527	₹ 5,23,60,000
14.	Sikkim	DoT	DOT & CAV/593 dt. 31.07.2023	₹ 6,00,60,000
15.	Tamil Nadu	TTDC	2710800/T1-2/2022 dt 10.08.2023	₹ 4,62,03,300
16.	Telangana	TSTDC	332/T&PMU/A1/2022 dt 14.08.2023	₹ 4,49,83,510
17.	Tripura	TTDC	F.2(310)- PI/TT/2022/5143-44 dt. 04.08.2023	₹ 6,00,60,000
18.	Uttar Pradesh	UPSTDC	I/371230/2023 dt 18.08.2023	₹ 5,72,00,000
19.	Uttarakhand	UTDB	147/2-6-1443/2023 dt 14.08.2023	₹ 5,77,50,000

3. It was accordingly recommended to place the above proposals before the Central Sanctioning and Monitoring Committee (CSMC) for approval.
4. The following States/ UT were directed to expedite the proposals:

- (i) Chandigarh (UT)
- (ii) Gujarat
- (iii) Puducherry (UT)

Agenda 13.5 Meetings of the Consultancy Monitoring Committee

1. It was noted that following 7 State / UT have conducted meetings of the Consultancy Monitoring Committee:
 - (i) Chandigarh (UT)
 - (ii) Goa
 - (iii) Meghalaya
 - (iv) Rajasthan
 - (v) Tamil Nadu
 - (vi) Sikkim
 - (vii) Uttar Pradesh
2. It was emphasized that regular CMC meetings are essential for providing approvals for various aspects related to the PDMC engagement and managing the SD 2.0 program.
3. Accordingly, the States/ UTs were directed to hold the CMC meeting by 22.09.2023 and upload the proceedings on the portal.

Agenda 13.6 Progress of PDMC Deliverables of Inception Report

1. It was noted that the first deliverable of inception report has been submitted by all PDMCs.
2. Further, it was noted that all PDMCs except M/s. WAPCOS (PDMC for Nagaland) have submitted the revised inception report incorporating observations of MoT particularly the guidance note given regarding destination delineation.
3. The States /UT were directed to review the revised Inception report for approval as per the SOP issued Vide No SD-8/3/2022-SD Part (1) dated 31st July 2023. The States/ UTs will do the needful within a week so that revised inception reports taking into account observations of MoT are approved.

Agenda 13.7 Progress of PDMC Deliverables of Master Plan and DPRs

1. The current status of submission of Master Plan, Strategy and Action Plan (Iteration-0) by PDMCs was noted as below:

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
				Target Date
1	Karnataka	Hampi	Deloitte JV IBI	Submitted
2	Karnataka	Mysuru	Deloitte JV IBI	Submitted
3	Uttar Pradesh	Prayagraj	Deloitte JV IBI	Submitted
4	Uttar Pradesh	Naimisharanya	Deloitte JV IBI	Submitted
5	Uttarakhand	Pithoragarh	Deloitte JV IBI	Submitted
6	Uttarakhand	Champavat	Deloitte JV IBI	Submitted
7	Mizoram	Aizawl	Egis India	06-Sep
8	Mizoram	Champhai	Egis India	06-Sep
9	Andhra Pradesh	Gandikota	INI Design	Submitted
10	Andhra Pradesh	Araku- Lambasingi	INI Design	Submitted
11	Goa	Porvorim	INI Design	Submitted
12	Goa	Colva	INI Design	Submitted
13	Gujarat	Dholavira	INI Design	Submitted
14	Gujarat	Dwarka	INI Design	Submitted
15	Kerala	Kumarakom	INI Design	Submitted
16	Kerala	Kozhikode (Beypore)	INI Design	Submitted
17	Meghalaya	Shillong	INI Design	Submitted
18	Meghalaya	Sohra	INI Design	Submitted
19	Madhya Pradesh	Gwalior	IPE Global	Submitted
20	Madhya Pradesh	Chitrakoot	IPE Global	Submitted
21	Rajasthan	Bundi	IPE Global	Submitted

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
				Target Date
22	Rajasthan	Jodhpur	IPE Global	Submitted
23	Sikkim	Gangtok	IPE Global	Submitted
24	Sikkim	Gyalshing	IPE Global	Submitted
25	Tripura	Agartala	IPE Global	Submitted
26	Tripura	Unakoti	IPE Global	Submitted
27	Chandigarh UT	Chandigarh	L&T JV PWC	8-Sept
28	Puducherry UT	Puducherry	L&T JV PWC	Submitted
29	Puducherry UT	Karaikal	L&T JV PWC	Submitted
30	Punjab	Amritsar	L&T JV PWC	Submitted
31	Punjab	Kapurthala	L&T JV PWC	Submitted
32	Tamil Nadu	Mamallapuram	L&T JV PWC	Submitted
33	Tamil Nadu	The Nilgiris	L&T JV PWC	Submitted
34	Telangana	Bhongir	L&T JV PWC	Submitted
35	Telangana	Ananthgiri	L&T JV PWC	Submitted
36	Arunachal Pradesh	Mechuka	Voyants JV IDeck	Submitted
37	Assam	Jorhat	Voyants JV IDeck	Submitted
38	Assam	Kokrajhar	Voyants JV IDeck	Submitted
39	Ladakh UT	Leh	Voyants JV IDeck	Submitted
40	Ladakh UT	Kargil	Voyants JV IDeck	Submitted
41	Nagaland	Niuland	Wapcos	11-Sep

Sn	State /UT	Destination	PDMC	Master Plan Iteration -1
				Target Date
42	Nagaland	Chumoukedima	Wapcos	11-Sep

2. The States/UTs where submission of Master Plan (Iteration-01) is pending were directed to ensure the submission by PDMC by 22.09.2023.
3. It was further noted that Ministry of Tourism has carried out preliminary review of the deliverables and guidance notes have been issued on various aspects. Further the observations of NPMU and revised template incorporating the guidance notes has been shared. The master plan (iteration 1) would be revised accordingly and submitted after compliance with the observations and revised template. The same is enclosed at Annexure-B and Annexure-C respectively
4. It was further noted that PDMCs have also been guided regarding including various interventions in terms of end-to-end tourist experience zones including tourist experience management agencies for sustainable operation and management of the proposed experiences. A sample case study of Mysuru Eco part and Mysuru Tonga heritage experience has been presented to all the destinations and PDMCs.
5. It was accordingly decided that the States/ UT were further directed to review the deliverables from PDMCs taking into account the observations shared and guidance notes on Master Plan Strategy & Action Plan and DPR Package 1 as per revised template.

Agenda 13.8 Review of Shortlisted Experiences for DPR Package -1

1. It was informed that the Ministry of Tourism has organized a series of meetings for planning end to end experience including presentation on model plans such as Mysuru Eco Zone experience and Mysuru Tonga Heritage Experience. The projects not only cover all tourist touch points but also sustainable operation and management through a Tourism Experience Management Agency.
2. Based on the guidance and model plans circulated and review of various interventions in Master Plan (Iteration-01) presented by the PDMCs for various destinations, the following experiences from 14 destinations were shortlisted and the same were presented in the meeting:

S No.	Destination (State/UT)	Shortlisted Experiences
(i).	Mysuru, Karnataka	1. Ecological Experience Zone.
		2. Tonga ride Heritage experience zone
(ii).	Hampi, Karnataka	3. Setting up of 'Traveller nooks' at Hampi
(iii).	Pithoragarh, Uttarakhand	4. Vibrant Village Cluster Experience at Gunji (Convergence with Vibrant Villages program)
(iv).	Champavat, Uttarakhand	5. Eco and Wellness arena
(v).	Bhongir, Telangana	6. Bhongir Fort experiential Zone
(vi).	Amritsar, Punjab	7. Border Tourism Experience at Attari
(vii).	Sohra, Meghalaya	8. Meghalayan age Cave Experience
		9. Waterfall Trails experience
(viii).	Leh, Ladakh UT	10. Juley Leh Biodiversity Park
		11. Winter Sports Arena at Leh lake
(ix).	Shillong, Meghalaya	12. Police Bazaar-Wards Lake Culture Zone
		13. Polo Precinct Area (Convergence with Smart City Mission)
(x).	Gangtok, Sikkim	14. MG road alleyway experience
		15. Gangtok Cultural Village (partially under PPP mode)
(xi).	Mamallapuram, Tamil Nadu	16. Immersive experience at Shore Temple
(xii).	Agartala, Tripura	17. Tea Tourism experience at Kamalasagar Tea Garden

S No.	Destination (State/UT)	Shortlisted Experiences
		18. Tripura Heritage Village experience
(xiii).	Jorhat, Assam	19. Reimagining Cinnamara Tea Estate (under PPP mode)
(xiv).	Kapurthala, Punjab	20. Eco-Tourism experience at Kanjili wetland

3. During the course of presentation, following observations were made:

- (i). The learnings from SD 1.0 must be taken into account, where projects got delayed inordinately, assets have been created but not operationalized, lack of focus on transforming tourist experiences, lack of soft interventions amongst others.
- (ii). Soft interventions are equally important for development of the destination and therefore States/ UTs should pay equal attention to the same.
- (iii). Areas within the destination preferably around the primary attraction/ existing tourist hotspot to be developed for end-to-end planning of tourist experience for easy implementation. This will include mapping of the entire tourist journey and touch points.
- (iv). National and International best practices may also be referred to while planning end to end experience.
- (v). The first DPR package under Swadesh Darshan to prioritize initiatives should be in the range of ₹25 Crore, which will enhance the tourist's experience at the destination.
- (vi). The readiness of the experiences should be checked before preparation of the DPR including all clearances and land availability as well as onboarding of all stakeholders to ensure smooth implementation of the interventions.
- (vii). The operation and management of the experiences (including assets) to be worked out in the planning stage itself to ensure the sustainability of the experience. Accordingly, the implementation to be structured with Tourist Experience Management Agency in mind for sustainable operation and management of the experience.

- (viii). Wherever Public Private Partnership is being proposed, a clear understanding and mandate for the same would also be required from the States as PPP projects cannot be executed without a clear mandate and processes in place.
4. The experiences were reviewed accordingly and recommended for placing before CSMC for in-principle approval of the concept and overall design for further detailing as end-to-end tourist experience in DPR Package-1 as per guidance note issued.
 5. The State/UTs were directed to review the Master Plans submitted by the PDMCs for remaining destinations for prioritizing the next set of interventions for improving the end-to-end tourist experience.

Annexure 1: List of Participants

1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Culture	Sh. Julfikar Ali	Director Monuments, ASI
2.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
3.	Ministry of Road Transport and Highways	Sh. Ghanshyam Kumar	Superintendent Engineer-Planning
4.	Ministry of Railways	Sh. Hari Mohan Jha	Under Secretary
5.	Ministry of Environment, Forest & Climate Change	Dr. Surabhi Rai	Dy. Inspector General of Forests (DIGF FC)
6.	Ministry of Skill Development	Sh. Preetam Dutta	Director

2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	IATO	Sh. Viney Tyagi	Honorary Joint Secretary

3. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. C.S.N. Murthy	Chief Engineer, APTDC
2.	Andhra Pradesh	Sh. Sumit Kumar	Collector & DM , Alluri Sitharama Raju District
3.	Arunachal Pradesh	Sh. K.N. Damo	Director Tourism
4.	Assam	Sh. Kumar Padmapani Bora	Principal Secretary and MD ATDC
5.	Chandigarh UT	Sh. Rohit Gupta	Director Tourism
6.	Goa	Sh. M.P. Balan	Superintendent Engineer , GTDC
7.	Goa	Smt. Mamu Hage	Collector & DM, North Goa District

Sn.	State/UT	Name	Designation
8.	Goa	Shr. Srinet Kotwale	Add. Collector, South Goa District
9.	Gujarat	Dr. Sourabhi Paridhi	Managing Director, TCGL
10.	Himachal Pradesh	Smt. Rakhee Singh	Joint Director Tourism
11.	Jharkhand	Smt. Anjali Yadav	Director Tourism
12.	Jharkhand	Sh. Ravi Shankar Shukla	Dy Commissioner, Saraikela Kharsawan district
13.	Karnataka	Smt. Anitha Bhaskar	Deputy Director, Tourism
14.	Karnataka	Smt. Anuradha G.	Additional District Collector, Vijayanagara district
15.	Kerala	Sh. Prem Kishnan	Additional Director General, Dept of Tourism
16.	Ladakh UT	Sh. Kunzes Angmo	Director Tourism
17.	Ladakh UT	Sh. Santosh Sukhadeve	Dy Commissioner, Leh District
18.	Madhya Pradesh	Sh. Sheo Shekhar Shukla	Pr. Secretary, Tourism and MD, MPTD
19.	Maharashtra	Sh. B.N. Patil	Director Tourism
20.	Manipur	Sh. W. Ibohal Singh	Director Tourism
21.	Meghalaya	Sh. Cyril V. Darlong Diengdoh	Director Tourism
22.	Meghalaya	Smt. Rossetta Mary Kubrah	Collector, East Khasi Hills District
23.	Mizoram	Dr. Lalorozama	Secretary, Dept of Tourism
24.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism
25.	Odisha	Smt. Ellora Bharati Jena	Joint Secretary
26.	Puducherry UT	Sh. P. Muralidaran	Director, Tourism
27.	Punjab	Sh. Karnail Singh	Collector, Kapurthala District
28.	Punjab	Sh. Rakesh Kumar Popli	Addl. Director, Directorate of Tourism
29.	Rajasthan	Sh. Rajesh Sharma	Joint Director Tourism

Sn.	State/UT	Name	Designation
30.	Sikkim	Sh. Prakash Chettri	Secretary, Dept of Tourism & Civil Aviation
31.	Sikkim	Sh. Rohan Agwani	ADM, East District
32.	Sikkim	Smt. Yishey D. Yongda	Collector , Gyalshing District
33.	Tamil Nadu	Sh. Sandeep Nanduri	Director, TTDC
34.	Telangana	Sh. Manohar Rao	Managing Director, TSTDC
35.	Tripura	Sh. Tapan Kumar Das	Director Tourism
36.	Tripura	Sh. Tarit Kanti Chakma	Collector & DM, Unakoti district
37.	Uttar Pradesh	Sh Ashwini Kumar Pandey	Special Secretary
38.	Uttarakhand	Dr. Pooja Garbiyal	ACEO- Infrastructure UTDB & AS (Tourism)
39.	Uttarakhand	Smt. Kirti Chand Arya	CDO, Pithoragarh district

4. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Prashant Ranjan	Director (T), Swadesh Darshan
2.	Sh. R.L. Gupta	Under Secretary, IFD
3.	Sh. Uttank Joshi	Asst. DG (Swadesh Darshan)
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
9.	Kunal Singh	Member, NPMU
10.	Vivek Mehta	Member, NPMU