

F.No. SD-8/15/2020-SD
Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi-110001
Dated: 15.12.2022

Subject: Proceedings of 7th Meeting of Mission Directorate under Swadesh Darshan 2.0 Scheme held under the Chairmanship of Additional Secretary, Ministry of Tourism.

I am directed to enclose Proceedings of the 7th Meeting of Mission Directorate under Swadesh Darshan 2.0 Scheme which was held under the Chairmanship of Additional Secretary, Ministry of Tourism on 09.12.2022 (16:00 hrs) for your kind perusal.



(Ajit Pal Singh)
Assistant Director(SD)

Encl: As above

To,

1. Secretary, Ministry of Culture / Housing & Urban Affairs / Environment & Forest / Civil Aviation / Road Transport & Highways / Skill Development & Entrepreneurship / Railways.
2. The ACS / Principal Secretaries / Secretaries, Department of Tourism, SGs of Arunachal Pradesh, Assam, Goa, Gujarat and Rajasthan
3. Director / Under Secretary (F), Ministry of Tourism, New Delhi
4. President, HAI / FHRAI / IATO
5. Director(SD), Ministry of Tourism
6. Regional Director, India Tourism Delhi, Mumbai, Chennai, Kolkata, Guwahati.

Copy to:

1. PS to AS(Tourism)
2. M/s EY, NPMU, Swadesh Darshan Scheme

Proceedings of the 7th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 09/12/2022 at 4 PM

Agenda 7.1 Leave of Absence

The 7th meeting of the Mission Directorate was held on 09/12/2022 at 4 PM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode. The list of attendees is given in **Annexure-A**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 7.2 Confirmation of the proceedings of the Sixth meeting

The proceedings of the sixth meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 07/11/2022 were confirmed.

Agenda 7.3 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 and tourist centric scheme.
3. A presentation on the **Destination Centric Approach** under the **Swadesh Darshan 2.0** which was also circulated to all the States/UTA's vide OM dated 01/12/2022 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 7.4 Review of State Perspective Plans and Shortlisting of Destinations

1. NPMU presented their appraisal of 5 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 five SPPs as per above parameters in respect of the following States are enclosed as **Annexure-B**:
 - (i) Arunachal Pradesh
 - (ii) Assam
 - (iii) Goa
 - (iv) Gujarat
 - (v) Rajasthan

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) Arunachal Pradesh

The State assured that observation on the SPP will be complied with. Shortlisted destinations of Bomjir and Mechuka were recommended.

(ii) Assam

The State assured that observation on the SPP will be complied with. Two shortlisted destinations of Jorhat (Kaziranga) and Kokrajhar (Manas) were recommended.

(iii) Goa

The State assured that observation on the SPP will be complied with. Two shortlisted destinations of Porvorim and Colva were recommended.

(iv) Gujarat

The State assured that observation on the SPP will be complied with. Two shortlisted destinations of Dholavira & Dwarka were recommended.

(v) Rajasthan

The SPP was found in order and there were no observations. Two shortlisted destinations of Bundi (Keshoraipatan) and Jodhpur 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.

The meeting ended with Vote of Thanks to the Chair

Annexure A: List of Participants

1. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	HAI	Charulata Sukhija	Deputy Secretary General

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Arunachal Pradesh	Adong Moyong	Regional Tourism Officer
2.	Assam	Razvee Hussain	Special Commissioner
3.	Goa	Nikhil Desai	Director
4.	Gujarat	Hiren Pandit	General Manager (Projects)
5.	Rajasthan	Dr. Rashmi Sharma	Director

3. 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.	Deepika Nagpal	Member, NPMU
5.	Aravind Viswanathan	Member, NPMU
6.	Kunal Singh	Member, NPMU

Annexure B

Destinations to be Shortlisted by 7th Mission Directorate

Evaluation/ Appraisal

of Perspective Plans submitted by States of Arunachal Pradesh, Assam, Goa, Gujarat, and Rajasthan under Swadesh Darshan 2.0

1. Name of the State/ UT: Arunachal Pradesh

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	-3.6 National Strategies for Tourism sub Sectors wrongly addressed

Are all the fields of the SPP provided by the State/ UTA complete and in order?

#	Name of the Field	Yes/ No	Comments
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

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	1. NE Circuit: Bhalukpong-Bomdila-Tawang 2. NE Circuit: New Adventure
If answered No above, the below fields (6 to 10 are not applicable)			
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?	No	1 Project pending

#	Item	Yes/ No	Comments
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	No	1 Project Pending Details of Bhalukpong (North East) submitted on 8 th Apr 2022

D. Shortlisting of Two Destinations for Each State/ UT

Name of the First Shortlisted Destination: **Mechuka**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Picturesque town with many tourist attractions such as: <ul style="list-style-type: none"> • Native to Memba and subtribes of Adi like Ramo, Bokar and Libo tribes. • 400-year-old Samten Yangcha Buddhist Monastery located at the hilltop • Destination also organizes Mechuka Adventure Festival
2	Connectivity by Air, Rail and Road including local travel	Existing Mechuka airstrip is being upgraded to facilitate ATR movement
3	Connectivity to any tourist circuit	Part of Pasighat -Aalo-Mechukha tourist circuit
4	Current tourism eco system	Picturesque Valley site known for also Religious and Adventure tourism; Presently with a capacity of 50+ Homestay units
5	Future tourism potential	<ul style="list-style-type: none"> • Prospective for Eco, Religious, and Adventure tourism. • Potential for Border Tourism and Adventure Tourism – with scaling up of Mechuka Adventure festival

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

#	Item	Remarks
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1	Major tourism attractions, offerings and themes	<p>Alongside the river side of Dibang in Lower Dibang Valley District</p> <p>Ideal destination for Trekking, River rafting, Picnic, Angling , other water activities and Rural tourism. ATV rides and Cycling can also be done in the area.</p> <p>Hosts Orange festival. Home to the four tribes of Arunachal Pradesh i.e., Adi, Galo, Idu and Mising</p> <p>Bhupen Hazarika Setu, the longest bridge in the country is 60 km away</p>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • 166 Kms away from Dibrugrah airport • 100 Km away from Tinsukhia Rail station • Connected with National Highway 13
3	Connectivity to any tourist circuit	Dibrugarh-Bomjir
4	Current tourism eco system	<p>Destination attracts majorly domestic tourists</p> <p>Destination has nearly 5 attractions and 24 accommodation with 200 Rooms catering to tourists.</p>
5	Future tourism potential	Potential for sustainable development of existing offerings like Adventure, Tribal, Buddhist and Rural Tourism.

2. Name of the State/ UT: Assam

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	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?

#	Name of the Field	Yes/ No	Comments
7	State Performance in implementation of SD 1.0	Yes	2 Projects

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	1. Wildlife: Manas-Pobitora-Nameri-Kaziranga-Dibru Saikhowa 2. NE Circuit: Tezpur- Majuli - Sivasagar
If answered No above, the below fields (6 to 10 are not applicable)			
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?	No	1 Project pending Details of Manas (Wildlife) submitted on 31 st Dec 2021
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	No	2 Projects Pending

D. Shortlisting of Two Destinations for Each State/ UT

Name of the First Shortlisted Destination: **Jorhat (Kaziranga)**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Centrally located in Assam and is hub of Tea Tourism Gateway to Kaziranga National Park
2	Connectivity by Air, Rail and Road including local travel	Connected well by the International Airport & Railway Station, also by NH 37.
3	Connectivity to any tourist circuit	Part of Pasighat -Aalo-Mechukha tourist circuit
4	Current tourism eco system	Existing tourism theme of destination is Wildlife and Tea Tourism. Destination has 35 accommodation units with 410 rooms. It receives more domestic visitors (approx. 5 lakh annual)
5	Future tourism potential	Potential destination for Ecotourism, Wildlife and Tea tourism Newer gateways near to agaortoli ranges which is closer from Jorhat to Kaziranga National Park which was identified in the

Name of the Second Shortlisted Destination: **Kokrajhar (Manas)**

#	Item	Remarks
1	Major tourism attractions, offerings and themes	One of major gateways to Manas National Park- World Heritage Site. Also connected well with Raimona National Park, Chakrashila Sanctuary, Mahamaya Dham and Gauripur
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • 66 Kms away from Rupsi airport • 1 Km away from Kokrajhar station • Connected with National Highway 37

3	Connectivity to any tourist circuit	Part of Assam Wildlife Circuit
4	Current tourism eco system	Existing tourism theme of destination Wildlife Destination has 45 accommodation units with 295 rooms.
5	Future tourism potential	Potential destination for Ecotourism, and Wildlife tourism

3. Name of the State/ UT: Goa

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	No	- 2.2 State Plan Budget for Tourism Sector to be cross checked
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	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?

#	Name of the Field	Yes/ No	Comments
7	State Performance in implementation of SD 1.0	Yes	2 Projects

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	a. Baga (Coastal) b. Colva (Coastal)
If answered No above, the below fields (6 to 10 are not applicable)			
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?	No	1 Project Pending Details of Baga (Coastal) submitted on 16 th Dec 2021
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	No	1 Projects Pending Details of Baga (Coastal) submitted on 12 th Apr 2022

D. Shortlisting of Two Destinations for Each State/ UT

Name of the First Shortlisted Destination: **Porvorim**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	<p>Porvorim is a legislative capital of Goa (3 km from Panaji) and it is considered as a suburb of Panaji</p> <p>Porvorim village is known for experiential homestays surrounded by back waters, creek (Mandovi River) and mangroves.</p> <p>It is a place for water sports activities like kayaking and boating in the back waters.</p> <p>A hinterland terminus is proposed for tourist as a recreation zone</p>
2	Connectivity by Air, Rail and Road including local travel	Connected well by the International Airports of Dabolim and Mopa & Thivim Railway Station, also by NH 66.
3	Connectivity to any tourist circuit	Part of Goa rural and eco-tourism circuit
4	Current tourism eco system	There are 2569 units of accommodation with 40102 Rooms. Site for Rural and Adventure Tourism (water annual)
5	Future tourism potential	Porvorim could be connected well through a hinterland circuit promoting heritage and leisure tourism

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

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Colva beach stretches for around 2.4 km and is one of the most visited beaches in Goa</p> <p>Popular for water sports like paragliding, jet-skiing, snorkelling, speed boat and banana boat rides</p>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • 21 Kms away from Dabolim airport • Close to Madgaon Rail station National Highway 37

3	Connectivity to any tourist circuit	Part of Goa Beach Circuit
4	Current tourism eco system	There are 2569 units of accommodation with 40000+ Rooms. Site for Rural and Adventure Tourism
5	Future tourism potential	<p>Beach Tourism and Adventure Sports (water) can be promoted</p> <p>Under Iconic Master Plan interventions like Fishermen theme Park and Goan Cuisine Plaza were identified.</p>

4. Name of the State/ UT: Gujarat

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	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?

#	Name of the Field	Yes/ No	Comments
7	State Performance in implementation of SD 1.0	Yes	3 Projects

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	a. Vadnagar (Heritage) b. Rajkot (Heritage) c. Junagadh (Buddhist)
If answered No above, the below fields (6 to 10 are not applicable)			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	Yes	All 3 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	All 3 projects submitted
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	No	1 Project Pending Details of Junagadh (Buddhist) not submitted

D. Shortlisting of Two Destinations for Each State/ UT

Name of the First Shortlisted Destination: **Dholavira**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	UNESCO World heritage site belonging to Indus Valley Civilization

		<p>Unique characteristic topographical and cultural assets; Regional handicrafts and arts, and the village life experience also adds charm to the village.</p> <p>Selected under Iconic destinations</p>
2	Connectivity by Air, Rail and Road including local travel	Connected via Bhuj Airport and Kandla Railstation through SH 51
3	Connectivity to any tourist circuit	Part of Kutch circuit
4	Current tourism eco system	<p>UNESCO world heritage site with relics of Indus valley civilization, fossil park, Rann of Kutch, various viewpoints and hiking trails</p> <p>Regional handicrafts, art, and rural tourism</p> <p>2 Units of accommodation with 52 rooms</p>
5	Future tourism potential	<p>Comprehensive tourism development in the area will help in preserving and showcasing the rich archaeological and geological heritage of the place and will facilitate an overall tourism led economy</p> <p>Master Plan prepared under Iconic scheme identifies major interventions like Fossil Park, Model Indus civilisation village, experience centre etc</p>

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

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Revered as city built by xLord Krishna, it is one of the most visited pilgrim sites in the country.</p> <p>Archaeological remains found under the existence of settlement during Late Harappan period of Indus Valley civilization</p>
2	Connectivity by Air, Rail and Road including local travel	<ul style="list-style-type: none"> • 150 Kms away from Jamnagar airport • Accessible from Okha Rail station and National Highway 6 B
3	Connectivity to any tourist circuit	Part of Gujarat Spiritual Circuit- Somnath- Dwarka- Porbandar

4	Current tourism eco system	Existing tourism theme is Religious & Beach Tourism. 57 Units of accommodation with 200+ rooms
5	Future tourism potential	Potential for planned and sustainable tourism growth, infrastructure, and socioeconomic development with focus on development of the island of Beyt Dwarka.

5. Name of the State/ UT: Rajasthan

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	-
5	Tourism Statistics	Yes	-
6	Digitisation of Tourism Information	Yes	-

Are all the fields of the SPP provided by the State/ UTA complete and in order?

#	Name of the Field	Yes/ No	Comments
7	State Performance in implementation of SD 1.0	Yes	4 Projects

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	
If answered No above, the below fields (6 to 10 are not applicable)			
2	Are all the projects in State/ UTA completed and recorded in SD 1.0 Dashboard?	No	Only 1 out of 4 projects are 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	Details of completed project Sambhar(Desert) Submitted on 18 th Jun 21
4	Has State/ UTA furnished O&M details for projects as per the templates of SD-7/27/2020 dated 08.06.2021?	No	

D. Shortlisting of Two Destinations for Each State/ UT

Name of the First Shortlisted Destination: **Bundi (Keshoraipatan)**

#	Item	Remarks
1	Major tourism attractions, offerings, and themes	Famous for Shri Keshav Rai Ji Temple which is considered Haridwar of Hadoti region.

		<p>Festivals and fairs in Temple are held on Kartik Purnima, Holi, Dussehra, Dol Yatra, Sharad Poornima, Janmashtami, Ram Navami, etc.</p> <p>Apart from the temple, it is close by to the Chambal Barrage, Jagmandir Palace, Kota and Bundi cities</p>
2	Connectivity by Air, Rail and Road including local travel	Connected well via Kota Airport and Keshoraipatan Rail station through SH 33
3	Connectivity to any tourist circuit	Part of Southern Rajasthan Spiritual and Heritage circuit
4	Current tourism eco system	Existing tourism ecosystem consist of theme Religious ,Heritage , Eco and Adventure tourism. 6 units of accommodation with 100 rooms
5	Future tourism potential	Potential to develop for Heritage tourism centred around the temple and create new Eco and Adventure tourism product at the Kota Barrage and Chambal Park

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

#	Item	Remarks
1	Major tourism attractions, offerings and themes	<p>Landscape of the great Thar Desert and called as Blue City : features palaces, forts, and temples.</p> <p>Notable attractions include Mehrangarh Fort, Umaid Bhawan Palace, Jaswant Thada, and the Ghanta Ghar, Clock Tower.</p> <p>Famous for rich cuisine, antiques, traditional clothes and traditional Jodhpuri Mojari.</p>
2	Connectivity by Air, Rail and Road including local travel	Connected very well through Jodhpur airport and railway station & NH 114
3	Connectivity to any tourist circuit	Integral part of Rajasthan heritage circuit covering - Jaipur- Jodhpur- Jaisalmer
4	Current tourism eco system	Existing tourism theme consists of Heritage, Culture and Cuisine. 1480 accommodation Units with 6000 Rooms

5	Future tourism potential	Potential to promote Marwar festival, Nagaur Fair, and Jodhpur International Kite Festival at National and International level.
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