

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

**Transport Bhawan,
1, Parliament Street,
New Delhi-110001**

File No SD-8/15/2020-SD-Part(4)

Date 19.02.2024

Subject: Proceedings for the 21st meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 13.02.2024 at 03:00 PM.

I am directed to enclose herewith the proceedings for the 21st meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 13.02.2024 at 03:00 PM M for your kind perusal and necessary action.


(Uttank Joshi)

Assistant DG (SD)

Encl. as above

To,

1. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship / Railways.
2. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism and Heads of Designated SIA of concerned States/UTs of (Andhra Pradesh, Assam, Goa, Nagaland, Puducherry UT, Telangana, Uttarakhand).
3. The Chairperson of the Destination Management Committee (DMC) concerned destinations (YSR Kadapa, Alluri Sitharama Raju, Jorhat, Kokrajhar, North Goa, South Goa, Niland, Puducherry, Karaikal, Satna, Vikarabad, Champawat, Pithoragarh districts).
4. The President, HAI / FHRAI / IATO
5. Team Leaders of PDMCs of the above-mentioned State/UTs:

Copy to: -

1. PS to AS(T)
2. The Director (F), Ministry of Tourism.
3. The Director (SD), Ministry of Tourism.
4. The Regional Director, India Tourism Delhi / Kolkata/ Mumbai/ Chennai/ Guwahati.
5. The Managers and Assistant Managers of the concerned State/UTs ITO's mentioned above.
6. M/s EY, NPMU, Swadesh Darshan Scheme, Ministry of Tourism for doing the needful.

Proceedings for the 21st meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 13.02.2024 at 03:00 PM

Agenda 21.1 Leave of Absence

The 21st meeting of the Mission Directorate (MD) was held on 13.02.2024 at 03:00 pm under the chairmanship of Additional Secretary (Tourism) in virtual mode. The list of attendees is given in **Annexure-1**. Leave of absence was granted to the members, who could not attend the meeting.

Agenda 21.2 Confirmation of the proceedings of the 20th MD Meeting

The proceedings of the 20th meeting of the MD circulated to all the members vide OM no. SD-8/15/2020-SD-Part (3) dated 07/02/2024 were confirmed.

Agenda 21.3 Review of DPR Package -1 for the approved experiences

1. The Central Sanctioning and Monitoring Committee (CSMC) in its meetings held on 13.09.2023, 06.10.2023 and 02.11.2023 has provided in-principle approval to 50 experiences in 40 destinations for preparation of Detailed Project Report (DPR).
2. The States have accordingly with the assistance of PDMCs prepared draft DPRs in consultation with Destination Management Committees. Draft DPRs have also been submitted to the Ministry of Tourism.
3. It has been brought out time and again the need for developing end to end tourist experience with sustainable operations and management particularly in the light of experience of implementation of experience of SD 1.0. Further, the performance audit of SD 1.0 by CAG has also revealed various shortcomings in the implementation of scheme and it must be ensured that those are taken care of in the implementation of SD 2.0.
4. Accordingly, the checklist for reviewing the DPRs by the States and PDMCs was circulated vide O.M No SD-8/3/2022-SD dated 12.01.2024 (**Annexure-2**) and broad structure for tourism experience and management (**Annexure-3**) has also been circulated in line with various decisions of the CSMC, MD, templates and guidance note issued in this regard.
5. Further, it was also informed that the draft DPRs submitted by States/ PDMCs were reviewed with respective State/UT and PDMC in meetings held from 15.01.2024 to 22.01.2024 and proceedings of the review meeting have been circulated vide OMs No. SD-8/15/2020-SD Part (2) dated 19.01.2024 and 31.01.2024.

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

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

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

Sn.	Destination (State/UT)	Approved Experiences
1	Pithoragarh (Uttarakhand)	Rural Tourism Cluster Experience at Gunji
2	Champawat (Uttarakhand)	Tea Garden Experience
3	Ananathagiri (Telangana)	Eco tourism zone at Ananathgiri forest
4	Karaikal (Puducherry UT)	Karaikal beach and waterfront experience
5	Puducherry (Puducherry UT)	Paradise beach experience
6	Gandikota (Andhra Pradesh)	Gandikota Fort Experience
7	Gandikota (Andhra Pradesh)	Gandikota Gorge Experience
8	Araku-Lambasingi (Andhra Pradesh)	Borra Cave Experience at Araku

8. Based on the presentations reviewed by the committee, the following experiences are recommended to the CSMC for In-principle approval of the

project cost. The detailed components and project cost recommended by the committee are attached as **Annexure -5**.

Sn.	Comments
1	<p>Rural Tourism Cluster Experience at Gunji, Pithoragarh, Uttarakhand</p> <ul style="list-style-type: none"> • It was directed to ensure that heavy concrete-built structures are not proposed. The use of eco-friendly and local materials and design to be ensured. • The usage and functioning of the proposed Resource Centre to be clarified. • It was suggested to reduce the size of the Haat building and additional cottages maybe proposed. • The minimum development cost to be funded under Swadesh Darshan to be inclusive of the cost index.
2	<p>Tea Garden Experience, Champawat, Uttarakhand</p> <ul style="list-style-type: none"> • It was directed to ensure that heavy concrete-built structures are not proposed. The use of eco-friendly and local materials and design to be ensured. • The maintenance of the trails to be within TEDMA’s scope. • TEDMA to be given flexibility to expand the eco log huts and additional activities in future with approval of the SIA. • The minimum development cost to be funded under Swadesh Darshan to be inclusive of the cost index.
3	<p>Eco tourism zone at Ananathgiri forest, Ananthgiri, Telangana</p> <ul style="list-style-type: none"> • Dedicated website for experience including information about the experience and booking facility to be included. • The Service Levels for operation and management by TEDMA to also include methodology for measuring the service level and penalties for not meeting the defined service levels. • The frequency of the proposed service levels of TEDMA to be clear and measurable. • Further, automated system to be adopted for measuring the service levels. Standard KPIs to be clearly elaborated.
4	<p>Karaikal Beach & Waterfront Experience, Karaikal, Puducherry</p> <ul style="list-style-type: none"> • The proposed components and activities to be in line with the ‘Blue Flag’ beach certification criteria. • TEDMA to be given flexibility to expand the tented accommodation in future with approval of the SIA.

Sn.	Comments
	<ul style="list-style-type: none"> Provision to be given for TEDMA to explore more sources of the revenue within the site with the approval of the SIA.
5	<p>Paradise Beach Experience, Puducherry UT</p> <ul style="list-style-type: none"> PDMC was directed to delink the interventions at Chunnambar boat house managed by Tourism Dept. with the overall experience and focus only on the interventions at the Paradise Beach. The components and costing to be revised accordingly.
6	<p>Borra Cave Experience at Araku, Araku Lambasingi, Andhra Pradesh</p> <ul style="list-style-type: none"> PDMC was directed to include a dedicated website for the experience which have links to destination and APTDC websites. The tranquil environment inside the cave area to be preserved and performance space to kept outside.

9. The respective States were directed to submit the updated DPR incorporating the observations. The States were also requested to expedite the NOCs and pre-construction clearances. The presentation for DPR also needs to be updated.
10. For Gandikota Fort experience, it was suggested that a meeting be organized with ASI by the Ministry for review and approval of the interventions within ASI protected site of Gandikota fort.
11. Remaining experiences are directed to recast the DPR as per the template and guidance note and submit the updated presentation for consideration.

Annexure 1: List of Participants

1. List of participants from Line Ministries

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

2. List of Participants from States/UTs

Sn.	State/UT	Name	Designation
1.	Andhra Pradesh	Sh. CSN Murthy	Chief Engineer, APTDC
2.	Andhra Pradesh	Sh. V. Vijay Rama Raju	District Collector, YSR Kadapa District
3.	Andhra Pradesh	Sh. Sumit Kumar	District Collector, Alluri Sitharama Raju District
4.	Goa	Sh. Sumant Nadkarni	SE, GTDC
5.	Goa	Sh. Shubham Naik	Dy Collector, North Goa District
6.	Goa	Sh. Velton Tellis	Dy Collector, South Goa
7.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism
8.	Puducherry UT	Sh. K Muralidharan	Director Tourism
9.	Telangana	Sh. Upender Reddy	GM, Projects
10.	Telangana	Sh. Hanmantha Rao	District Tourism Officer, Vikarabad district
11.	Uttarakhand	Dr. Pooja Garbiyal	Additional Secretary UTDB
12.	Uttarakhand	Sh. Nandan Kumar	CDO, Pithoragarh district
13.	Uttarakhand	Sh. Arvind Gaur	DTDO, Champawat district

3. **List of Participants from Ministry of Tourism**

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

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

Sn.	Name	Designation
1.	Sh. Hash Goel	Team Leader (Andhra Pradesh), M/s. INI design studio Ltd.
2.	Sh. Adnan Diwan	Team Leader (Uttarakhand), M/s. Deloitte Tohmatsu Touche LLP JV IBI India Group
3.	Sh. Balakrishnan Mahadeva	Team Leader (Puducherry), M/s. L&T Infra Engineering JV PwC India
4.	Sh. Gangadharam	Team Leader (Telangana), M/s. L&T Infra Engineering JV PwC India

Annexure -5
Experience Wise Components and Cost

1. Experience: Tea Garden Experience, Champawat, Uttarakhand

Sn	Component	Cost (Rs. In Lakhs)
1	Entry Plaza	188.29
2	Tea Experience	67.38
3	Jungle Story Trail	110.52
4	Street Design	150.00
5	Eco-Stays	265.47
Sub-Total (A) including 1.22 Cost Index		953.63
6	Information Technology	34.50
7	Curation of Tea Museum	60.00
Sub-Total (B)		1,048.13
GST (18% of B)		189
SIA Charges (3% of B)		31
Contingency (2% of B)		21
DMO Charges (1% of B)		10
Total (C)		1,300

2. Experience: Rural Tourism Cluster Experience at Gunji, Pithoragarh, Uttarakhand

Sn	Component	Cost (Rs. In Lakhs)
1	Visitor's Center	289.96
2	Haat	154.59
3	Cottage with Restaurant	198.61
4	Cottages	263.40
5	Toilet Block	37.07
6	Miscellaneous works	313.72
7	Arrival Zone	22.88
Sub-Total (A) including 2.29 Cost Index		2,879.33
6	Information Technology	30.25
7	Curation of Tea Museum	60.00
Sub-Total (B)		2,969.58
GST (18% of B)		535
SIA Charges (3% of B)		89
Contingency (2% of B)		59
DMO Charges (1% of B)		30
Total (C)		3,682

3. **Experience:** Eco tourism zone at Ananathgiri forest, Ananthagiri, Telangana

Sn	Component	Cost (Rs. In Lakhs)
1	Glamping	459
2	Internal Pathways & Parking Facilities	456
3	Buildings	446
4	Peripheral Site Fencing	222
5	Utility Infrastructure	1,099
Sub-Total (A)		2,682
GST (18% of A)		483
SIA Charges (3% of A)		80
Contingency (2% of A)		54
DMO Charges (1% of A)		27
Total (B)		3,326

4. **Experience:** Karaikal Beach & Waterfront Experience, Karaikal, Puducherry UT

Sn	Component	Cost (Rs. In Lakhs)
1	Parking	224
2	Glampig Zone	48
3	Retail & Food Zone	383
4	Tourist Facilitation centre & Artificial Surfing Area	319
5	Public Amenities & Utilities	192
6	Riverside Promenade	90
7	Interactive Portal, Selfie Point, Children's Play Area	52
8	Overall site pathways & landscaping along with beach utilities	235
9	Electrical Components	112
Sub-Total (A)		1,655
GST (18% of A)		298
SIA Charges (3% of A)		50
Contingency (2% of A)		33
DMO Charges (1% of A)		17
Total (B)		2,052

5. **Experience:** Paradise Beach Experience, Puducherry UT

Sn	Component	Cost (Rs. In Lakhs)
1	Boat Jetty	369
2	Information Cenret & Entry/Exit Gates	150
3	Selfie Point, Interactive Digital Portal	11
4	Food Plaza	121
5	Rain dance, Beach Amenities	184
6	Recreational Zone	19
7	Riverside Promenade	62
8	Beach Utilities	112
Sub-Total (A)		1,028
GST (18% of A)		185
SIA Charges (3% of A)		31
Contingency (2% of A)		21
DMO Charges (1% of A)		10
Total (B)		1,275

6. **Experience:** Borra Caves Experience at Araku, Araku-Lambasingi, Andhra Pradesh

Sn	Component	Cost (Rs. In Lakhs)
1	Entrance Gate / Cave Entrance Gate	74.48
2	Parking	207.1
3	Market Street Development & Arrival Plaza Development	408.69
4	Visitor centre, Cafeteria & Amenity Block	484.86
5	Cave & Inside Cave Development	549.02
6	Cave lighting	151.66
7	Projection Mapping	478.43
8	Softscape	36.46
9	Signages and Dustbin	19
Sub-Total (A)		2,410
GST (18% of A)		434
SIA Charges (3% of A)		72
Contingency (2% of A)		48

Sn	Component	Cost (Rs. In Lakhs)
	DMO Charges (1% of A)	24
	Total (B)	2,988