

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

**Transport Bhavan
Parliament Street
New Delhi-110001**

No. 8/15/2020-SD-Part(1)

Dated 19.05.2023

OFFICE MEMORANDUM

Subject: Proceedings of the 10th meeting of the Mission Directorate of Swadesh Darshan 2.0 Scheme was held on 11.05.2023 at 3 PM under the Chairmanship of Additional Secretary (Tourism) in Hybrid mode.

I am directed to enclose herewith the proceedings of the 10th meeting of the Mission Directorate of Swadesh Darshan 2.0 Scheme which was held on 11.05.2023 under the Chairmanship of Additional Secretary (Tourism) for your kind perusal.

Yours faithfully,

(Ajit Pal Singh)
Assistant Director

Encl: As above

To:

- i. The Secretary, Ministry of Culture / Civil Aviation / Environment & Forest / Housing & Urban Affairs / Road Transport & Highways / Skill Development & Entrepreneurship / Railways
- ii. The ACS / Principal Secretaries / Secretaries/ State Mission Directors, Department of Tourism, of all States/UTs where destinations have been notified under SD 2.0 (Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Chandigarh, Jammu and Kashmir UT, Lakshadweep UT, Puducherry UT, Ladakh UT)
- iii. The Regional Director, India Tourism Delhi / Kolkata / Guwahati / Mumbai / Chennai

- iv. The President, HAI / FHRAI / IATO
- v. Special invitees - Regional Directors, All Directors, Managers and Assistant Managers of ITOs.

Copy to: -

- i. AS (T) / Director (SD) / The Director (F), Ministry of Tourism
- ii. M/s EY, NPMU, Swadesh Darshan Scheme

Proceedings of the 10th meeting of the Mission Directorate under Swadesh Darshan Scheme 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 11/05/2023 at 3 PM

Agenda 10.1 Leave of Absence

The 10th meeting of the Mission Directorate was held on 11/05/2023 at 3 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 10.2 Confirmation of the proceedings

1. The proceedings of the ninth meeting of the MD circulated vide OM no. SD-8/15/2020-SD dated 15/02/2023 were confirmed.
2. Further, proceedings of the review meeting held under chairmanship Additional Secretary (Tourism) held on 10/04/2023 circulated vide OM no SD-8/15/2020-SD-Part(1) dated 08/05/2023 were confirmed.

Agenda 10.3 Pre-requisites- for Swadesh Darshan (SD) 2.0

1. It was informed that Ministry has so far notified 55 destinations from 32 States and Union Territories.
2. Further, as per the scheme guidelines and subsequent directions from the Ministry, following pre-requisites were identified under Swadesh Darshan (SD) 2.0:
 - (i). Designation of State Implementing Agency (SIA)
 - (ii). Formulation of Destination Management Committee (DMC)
 - (iii). Signing of Tripartite Memorandum of Understanding (MOU)
 - (iv). Signing of agreement with Selected PDMCs

Agenda 10.4 Status of compliance for SD 2.0 pre-requisites

1. The overall status of compliance for the pre-requisites was noted as below:
 - (i) Out of 32 States and UTs, 23 States and UTs have furnished SIA details amongst which 8 States/UTs have designated Directorate/ Department of Tourism as the SIA.
 - (ii) 22 States and UTs have constituted DMCs for the notified destinations.
 - (iii) 18 States and UTs have shared the signed copies of the MoU.

(iv) 5 States out of 14 States/UT where PDMCs were selected under Phase-1 RFP have signed agreements with PDMCs.

2. Further, the State wise status of pending compliances was discussed and following observations were made:

1. Andhra Pradesh

Sn	Pending Compliances	Remarks
1.	Signing of Agreement with Selected PDMC	The State informed that the agreement with PDMC is signed. The State was requested to share the copy of the same with the Ministry.

2. Arunachal Pradesh

Sn	Pending Compliances	Remarks
1.	Designation of SIA	No participation by the State due to technical issues.
2.	Notification of DMC for the selected destination	
3.	Tripartite of MoU	

3. Assam

Sn	Pending Compliances	Remarks
1.	Tripartite MOU	In review meeting held on 10/4, the state had committed to share by 17/4. The State assured to share within a week's time.

4. Bihar

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The State informed that based on proceedings issued by the Ministry for review meeting dated 10/4, the State is expediting further actions.
2.	Notification of DMC for the selected destination	
3.	Tripartite of MoU	
4.	Signing of Agreement with Selected PDMC	

5. Chandigarh UT

Sn	Pending Compliances	Remarks
1.	-	The UT has designated Department of Tourism as the SIA. The UT was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.
2.	Tripartite of MoU	The UT informed that the MoU and agreement with PDMC will be signed by 19/05.
3.	Signing of Agreement with Selected PDMC	

6. Chhattisgarh

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The State informed that Chhattisgarh Tourism Board will be the SIA and will share the notification with Ministry by 19/05
2.	Formulation of DMC	The State has existing district tourism committees whose structure is similar to the DMC proposed under SD 2.0 and will share the same with Ministry by 19/05
3.	Tripartite MoU	The State was also requested to expedite the signing of MoU and share with the Ministry by 19/05.

7. Goa

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The State informed that Goa Tourism Development Corporation Ltd (GTDC Ltd) The same will be shared with Ministry.
2.	Formulation of DMC	The State informed that DMCs have been notified for the selected destinations. The same will be shared with Ministry.
3.	Signing of Agreement with Selected PDMC	State informed that the agreement with PDMC will be signed by 15/05.

8. Gujarat

Sn	Pending Compliances	Remarks
1.	Tripartite MOU	In the review meeting held on 10/4 and subsequently on 20/4, the state had committed to share by 30/4. The State informed that signing of MoU and agreement with PDMC will be completed by 19/05.
2.	Signing of Agreement with Selected PDMC	

9. Haryana

Sn	Pending Compliances	Remarks
1.	Formulation of DMC	In the review meeting held on 10/4, the state had committed to share by 17/4. The State informed that signing of MoU and agreement with PDMC will be completed by 19/05
2.	Tripartite MOU	

10. Himachal Pradesh

Sn	Pending Compliances	Remarks
1.	Designation of SIA	No Participation by the State due to technical issues.
2.	Formulation of DMC	
3.	Tripartite MoU	

11. Ladakh UT

Sn	Pending Compliances	Remarks
1.	-	The UT has designated Directorate of Tourism as the SIA. The UT was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.

12. Jammu & Kashmir UT

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The UT informed that Directorate of Tourism has been designated as SIA and will share the notification with the Ministry. The UT was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.
2.	Formulation of DMC	The State further informed that DMC and MoU are under process and will be shared with the Ministry by 19/05.
3.	Tripartite MOU	

13. Jharkhand

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The State informed that Jharkhand Tourism Development Corporation Ltd. will be the SIA.
2.	Formulation of DMC	The State assured to share the notifications for SIA, DMC and signed MoUs by 19/05/2023.
3.	Tripartite MOU	

14. Kerala

Sn	Pending Compliances	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that signing of agreement will be completed by 19/05.
2.	-	The State has designated Directorate of Tourism as the SIA. The State was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.

15. Madhya Pradesh

Sn	SD 2.0 pre-requisites	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

16. Maharashtra

Sn	SD 2.0 pre-requisites	Remarks
1.	-	<p>The State has designated Directorate of Tourism as the SIA.</p> <p>The State was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.</p>

17. Manipur

Sn	Pending Compliances	Remarks
1.	Designation of SIA	No participation by the State due to technical issues.
2.	Formulation of DMC	
3.	Tripartite MoU	

18. Meghalaya

Sn	Pending Compliances	Remarks
1.	Tripartite MoU	<p>In the review meeting held on 20/4, the State had assured to submit the MOU by 24/4.</p> <p>The State assured to submit by 19/05.</p>
2.	-	<p>The State has designated Directorate of Tourism as the SIA.</p> <p>The State was asked to ensure that the SIA has the adequate technical and administrative capacity to implement</p>

Sn	Pending Compliances	Remarks
		various hard and soft interventions envisaged under the destination centric approach.

19. Mizoram

Sn	Pending Compliances	Remarks
1.	Formulation of DMC	The State was requested to notify the DMC for destinations selected under SD 2.0.
2.	Signing of Agreement with Selected PDMC	The State informed that agreement with selected PDMC will be signed by 15/05.

20. Nagaland

Sn	SD 2.0 pre-requisites	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

21. Odisha

Sn	Pending Compliances	Remarks
1.	Designation of SIA	The State was requested to notify the SIA and DMC within a week's time.
2.	Formulation of DMC	

22. Puducherry UT

Sn	Pending Compliances	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that the agreement with PDMC will be signed by 15/05.
2.	-	The State has designated Directorate of Tourism as the SIA. The State was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach.

23. Punjab

Sn	SD 2.0 pre-requisites	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

24. Tamil Nadu

Sn	Pending Compliances	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that agreement with selected PDMC will be signed by 15/05.

25. Telangana

Sn	SD 2.0 pre-requisites	Remarks
2.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

26. Tripura

Sn	Pending Compliances	Remarks
2.	Tripartite MoU	In the review meeting held on 10/4, State assured to submit the MoU by 17/4. The State was asked to submit within a week's time.
3.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

27. Rajasthan

Sn	Pending Compliances	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.
2.	-	

28. Sikkim

Sn	SD 2.0 pre-requisites	Remarks
1.	Signing of Agreement with selected PDMC	The State informed that agreement with selected PDMC will be signed by 19/05.
2.	-	The State has designated Directorate of Tourism as the SIA. The State was asked to ensure that the SIA has the adequate technical and administrative capacity to implement various hard and soft interventions envisaged under the destination centric approach

29. Uttar Pradesh

Sn	SD 2.0 pre-requisites	Remarks
3.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

30. Uttarakhand

Sn	SD 2.0 pre-requisites	Remarks
4.	Signing of Agreement with selected PDMC	The State informed that it would complete the signing of agreement with the PDMC by the due date.

3. States and Union Territories were reminded that the pending compliances needs to be expeditiously addressed for faster roll-out of the SD 2.0 scheme and also a Workshop will be organised on 15th May with States and District Collectors (chairperson of DMC) to discuss the destination and tourist centric approach of the scheme, the scope of PDMCs and other key destination improvement activities that could be initiated at the destinations.

The meeting ended with Vote of Thanks to the Chair

Annexure 1: 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.	Andhra Pradesh	Sh. CSN Murthy	Chief Engineer, Andhra Tourism
2.	Arunachal Pradesh	No participation from the State	
3.	Assam	Sh. Kishor Dutta	AEE, ATDC
4.	Bihar	Sh. Ajit Kumar	GM, BSTDC
5.	Chandigarh UT	Sh. Deepak	Manager, Chandigarh Tourism
6.	Chhattisgarh	Sh. Anil Kumar Sahu	MD, Chhattisgarh Tourism Board
7.	Goa	Sh. Suneel Kumar	Director, Tourism
8.	Gujarat	Dr. Sourabh Zamsingh Pardhi	MD, TCGL
9.	Haryana	Sh. Rajinder Sharma	Liaison Officer
10.	Himachal Pradesh	No participation from the State	
11.	Jharkhand	Sh. Omkar Bharti	Manager, Travel Trade
12.	Jammu & Kashmir	Sh. Abid Rasheed Shah	Secretary, Tourism
13.	Kerala	Sh. Rajeev K	Planning Officer, Department of Tourism
14.	Ladakh UT	Smt Kunzes Agmo	Director Tourism
15.	Madhya Pradesh	Sh. Vivek Shotriya	Additional MD, MPTB
16.	Maharashtra	Dr. B.N. Patil	Director Tourism
17.	Manipur	No participation from the State	
18.	Meghalaya	Sh. Cyril V. Darlong Diengdoh	MD, MTDC
19.	Mizoram	Dr. Lalrozama	Secretary, Tourism
20.	Nagaland	Smt. Keduosie u Metha	Director Tourism
21.	Odisha	Smt Ellora Bharati Jena	Joint Secretary, Tourism
22.	Rajasthan	Dr. Rashmi Sharma	Director, Tourism
23.	Sikkim	Sh. Neeraj Pradhan	Principal Chief Engineer
24.	Puducherry UT	Smt. Priytarshny	Director –Cum- Additional Secretary (Tourism)
25.	Punjab	Sh. Prem Chand	Chief Engineer (Projects)

Sn.	State/UT	Name	Designation
26.	Tamil Nadu	Sh. Chinnaswamy	Additional Director, Tourism
27.	Telangana	Sh. B. Manohar	Managing Director TSTDC
28.	Tripura	Sh. Tapan Kr Das	Director, Tourism
29.	Uttar Pradesh	Sh. Prakhar Mishra	Director, Tourism
30.	Uttarakhand	Dr. Pooja Garbiyal	ACEO Infrastructure UTDB & AS (Tourism)

3. List of Participants from Ministry of Tourism

Sn.	Name	Designation
1.	Sh. Prashant Ranjan	Director (T)
2.	Sh. Haridasan Pillai	Director, IFD
3.	Sh. Uttank Joshi	Asst. DG, SD
4.	Km. Karishma Prasad	Member, NPMU
5.	Sh. Faisal Khan	Member, NPMU
6.	Sh. Aravind Viswanathan	Member, NPMU