

Government of India  
Ministry of Tourism  
(Swadesh Darshan Division)

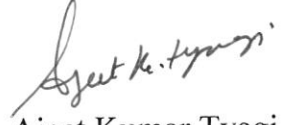
Transport Bhawan,  
1, Parliament Street,  
New Delhi-110001

File No. SD-8/15/2020-SD Part (3)

Dated 11.01.2024

**Subject Proceedings of the 19<sup>th</sup> Mission Directorate Meeting under Swadesh Darshan 2.0 held on 05.01.2024 at 04:00 P.M.**

I am directed to enclose minutes of the 19<sup>th</sup> Meeting of the Mission Directorate under Swadesh Darshan 2.0 held under the Chairmanship of Additional Secretary (Tourism) on 05.01.2024 at 4:00 P.M. in hybrid mode for kind perusal and necessary action.

  
Ajeet Kumar Tyagi  
(Assistant Director)

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, Arunachal Pradesh, Assam, Chandigarh UT, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Ladakh UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Puducherry UT, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand.
3. Chairperson's of Destination Management Committee of concerned destinations.
4. The President, HAI/ FHRAI/ IATO.
5. The Regional Director, Inida, Tourism Delhi/ Kolkata/ Mumbai/Chennai/ Guwahati.
6. The Director (F) Ministry of Tourism.
7. The Director (SD), Ministry of Tourism.

Copy to:-

1. Additional Secretary, Ministry of Tourism.
2. Managers and Assistant Managers of the concerned State/UTs ITO's
3. PDMC Team Leader, Project Manager and Nodal Person.  
M/s. INI design studio Ltd. (Goa)  
M/s. L&T Infra Engineering JV PwC India (Tamil Nadu)  
M/s. IPE Global Ltd. (Sikkim)  
M/s. Deloitte Touche Tohmatsu JV IBI India Group (Karnataka)
4. M/s EY, NPMU, Swadesh Darshan Scheme for doing the needful.

**Proceedings of the 19<sup>th</sup> meeting of the Mission Directorate under Swadesh Darshan 2.0 under the Chairmanship of Additional Secretary (Tourism) held on 05.01.2024 at 04:00 PM**

**Agenda 19.1 Leave of Absence**

The 19<sup>th</sup> meeting of the Mission Directorate (MD) was held on 05.01.2024 at 04:00 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 19.2 Confirmation of the proceedings of the Meeting**

The proceedings of the 16<sup>th</sup> meeting of the MD was circulated vide OM no SD-8/15/2020-SD-Part(2) dated 28.12.2023 and the 17<sup>th</sup> and 18<sup>th</sup> meetings of the MD were circulated vide OM no SD-8/15/2020-SD-Part(2) dated 01.01.2024 were confirmed.

**Agenda 19.3 Review of Master Plan, Strategy & Action Plan (MPSAP) Iteration-1**

1. It was informed that the PDMCs had submitted the Master Plan Iteration, Strategy and Action Plan (MPSAP) iteration-1 and the Ministry thereafter carried out review of the Reports and shared its observations. Further, Ministry also issued guidance note on important sections of the Master Plan and revised template.
2. The PDMCs were accordingly directed to revise the draft master plan (iteration 1) after compliance with the observations and guidance note in the revised template issued by the Ministry.
3. The Master Plans have also been circulated to the Line Ministries for their inputs and feedback vide email dated 15.11.2023 and 01.12.2023.
4. NPMU, Swadesh Darshan reviewed the revised MPSAP Iteration -1 as per the Checklist and the compliance status (attached as **Annexure-2**) was presented to the committee:

Sn.	State	Destination
1	Goa	Colva
2	Goa	Porvorim
3	Tamil Nadu	Mamallapuram
4	Tamil Nadu	The Nilgiris

5. Apart from the specific compliance status, following common observations were made regarding the draft MSAP:
- (i). The MPSAP is a holistic plan for ten years and an opportunity to prepare a comprehensive plan to develop the destinations as established tourist destinations.
  - (ii). The Proposed Strategy and Action Plan section of the report should focus equally on destination level strategies and interventions across the key areas of tourism products, IT/Digitalization, Branding Marketing & Promotion, Skilling and Capacity Development, Private Investment & PPP as well. It should not be limited to physical interventions around the tourist attractions.
  - (iii). The experiences and interventions should derive from the overall proposed strategy for the destination leading to action plan for implementation at short, medium, and long-term covering a horizon of ten years.
  - (iv). The MPSAP to highlight areas of convergence with Central/ State Programs and Schemes in the Strategy and Action Plan
  - (v). The MPSAP to suggest setting up a full-fledged and strong institutional structure for the effective functioning of the Destination Management Organization (DMO). Best practice(s) may also be given in this regard.
  - (vi). The MPSAP to conceptualize strategy/ interventions for creating enabling environment and infrastructure for private investment at the destination.
  - (vii). The MPSAP to mainstream sustainability measures and inclusive development which should also be reflected in the proposed experiences for implementation.
  - (viii). The MPSAP to suggest a mechanism for tourist data collection at the destination based on the strategy suggested by the Ministry of Tourism and other best practices.
  - (ix). The MPSAP should also focus on Visitor Management system for management of carrying capacity at the destination.
  - (x). The shelf of projects in MPSAP to include projects which may be taken up for destination development over the horizon of next 10

years. The shelf of projects to be expanded and the broad cost to be revised.

6. It was accordingly directed that the PDMCs to incorporate the above observations as well as take note of the compliance status in the subsequent iteration of the MPSAP for the destinations of Colva, Porvorim, Mamallapuram and The Nilgiris.
7. The MPSAPs Iteration-1 were approved in principle for these destinations. It was further directed that the State Implementing Agency (SIA) and Consultancy Monitoring Committee (CMC) while approving the payment against the deliverable of Master Plan, Strategy & Action Plan Iteration-1, retain 10% of the payment due for the said deliverable, which will be released after suggested improvements are made and approved by Mission Directorate.
8. All the stakeholders (Line Ministries, State, DMC and Associations etc.) were requested to give any further feedback and inputs on the MPSAP (available on SD 2.0 portal- Destination Deliverables & Meetings : <https://sd2.tourism.gov.in/ProgramReview.aspx>). The same to be incorporated in the next iteration by the PDMCs.

#### **Agenda 19.4 Review of Status of submission of DPR Package -1 for approved experiences**

1. The current status of DPRs of the approved experiences was reviewed. It was noted that PDMCs have prepared draft DPRs and forwarded the same to the States and the same are being checked by the States including obtaining necessary NOCs and pre-construction Clearances.
2. It was again reiterated to the States that in light of the guidance note issued and light of the observations made in the performance audit of SD 1.0 by CAG, it is important that the tourism experiences under SD 2.0 focus on improving the service levels at all the tourist touch points and ensure operation and management of assets on sustainable basis.
3. The salient features of the checklist for review of DPRs to include the above were presented and reviewed.
4. Accordingly, a checklist for reviewing the DPRs by the States and PDMCs is attached as **Annexure-3**. The same should be checked by the PDMCs and States before forwarding the DPRs the Ministry of Tourism. In no case, incomplete DPRs without all the NOCs/ Clearances and meeting all the requirements of checklist be forwarded.

## **Agenda 19.5 Review of Destination Management Activities**

1. It was informed that Destination Management Organizations (DMO) are playing a pivotal role in implementation of the Swadesh Darshan 2.0 scheme, enabling destinations to build capacity and compete in the tourism ecosystem.
2. Apart from master planning and development of new experiences at the destination, DMO is actively facilitating in establishing the destination management framework across key areas including:
  - (i) Destination Marketing & Promotion
  - (ii) Investment Promotion and PPP
  - (iii) Promotion of Sustainability & Travel for LiFE
  - (iv) Digitalization, IT and Innovation
  - (v) Skilling, Capacity Building and Community Engagement
3. It was informed that PDMC deployed at the destination has two dedicated Project Coordinators (Destination Personnel) at each destination and Project Manager will support DMC in providing guidance for planning, development, and management of the destination.
4. The States were requested to monitor that regular fortnightly meetings of the DMC are held. The Destination Personnel will support in agenda setting for these meetings. The meetings should focus on tracking progress and addressing key matters related to regular ongoing Destination Management Activities as well as submission of Master Plan, Strategy and Action Plan and Detailed Project Report -1.
5. It was informed that under the Destination Management Activities following planned activities are being undertaken regularly:

### **Destination Marketing & Promotion**

- (i). Launch Destination Logo and Tagline Competition
- (ii). Create dedicated destination social media handle
- (iii). Publish at least one Social Media post per Week
- (iv). Identify 1 upcoming events/festivals & promote as a unique tourist experience
- (v). Release Monthly Newsletter (by 30th of every month)
- (vi). Update destination promotion content on district website
- (vii). Identify and invite one influencer/blogger to promote destination
- (viii). Collation of existing promotional content of the destination

### **Investment Promotion and PPP**

- (i) Identification of Investment opportunities at the destination

- (ii) Create destination profile
- (iii) Regional and National Investment meeting for match making of Project identified and prospective investors.

#### **Promotion of Sustainability & Travel for LiFE**

- (i) DMC to sign up for TFL Certification on Nidhi + Portal
- (ii) Encourage service providers to sign up for TFL Certification on Nidhi + Portal
- (iii) Convergence with Swachh Bharat Mission
- (iv) Tourist Police for Safety and Security of Tourists

#### **Digitalization, IT and Innovation**

- (i) Add destination & attraction data on NIDHI + Platform
- (ii) Promote service provider registration on NIDHI + Platform
- (iii) Promote Tourist Rating & Feedback through NIDHI + Platform
- (iv) Promote Tourist grievance collection on NIDHI+ Platform
- (v) Report data for overnight stays at the destination

#### **Skilling, Capacity Building and Community Engagement**

- (i) Undertake Tourism Awareness Program
- (ii) Undertake Skill Testing & Certification Program
- (iii) Undertake Linguistic Training Programs
- (iv) Explore convergence with ongoing national and state programs – SMART City, SVNIDHI, FSSAI certification of street vendors and PM Vishwakarma scheme etc.
- (v) Converge skilling components for tourism and hospitality for the following
  - a. Tourist facilitators at the destination to be utilised
  - b. Tourist Guide at the destination – multilingual
  - c. Training of new guides and facilitators
  - d. Training of homestays owners,
  - e. SHGs for tourism services
  - f. Souvenir design, development, and promotion

6. The progress of the destinations on above five key strategic areas are uploaded and available on portal and the States were requested to review the same.
7. The focus of SD 2.0 is on bottom up approach to destination development and the above-mentioned activities in the 5 key strategic areas are fundamental orienting the destinations towards tourism.
8. The State/UTs were requested to encourage the DMOs to take proactive actions in this regard.

## **Agenda 19.6 Review of Model Structure for RFP**

1. It was informed that Ministry of Tourism has already circulated guidance note for DPR package -1 for end-to-end experience and model structure for RFP has to be evolved accordingly.
2. In this regard PDMCs M/s. IPE Global Ltd. and M/s. Deloitte Touche Tohmatsu JV IBI India Group made preliminary presentations on their structure for 'Namli Cultural Village' and 'Setting-up of Travellers Nooks in Hampi' respectively.
3. The presentations were followed by discussion. It was noted that while the overall intent of Tourism Experience Development and Management Agency has been captured, both the presentations required to be further improved.
4. Based on the discussion, a template for structure of operation and management in an integrated way through Tourism Experience and Development Agency is attached at **Annexure-4**.
5. All PDMCs were directed to share the draft structures within a week's time in line with the template.

\*\*\*\*\*



## Annexure 1: List of Participants

### 1. List of participants from Line Ministries

Sn.	Ministry	Name of Participant	Designation
1.	Ministry of Culture	Sh. R. N. Kumaran	Dy. Superintending Archaeologist, ASI
2.	Ministry of Civil Aviation	Sh. Kameshwar Mishra	Under Secretary
3.	Ministry of Railways	Sh. Summet Singh	Director (T&C)
4.	Ministry of Environment, Forest & Climate Change	Dr. Sudheer	Scientist

### 2. List of participants from the Industry Associations

Sn.	Association	Name of Participant	Designation
1.	FHRAI	Sh. Arun Kumar Singh	Director

### 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	Shri S. Mallikarjuna	DTO, Kadappa District
3.	Andhra Pradesh	Sh. K.Karthik	Joint Collector, Alluri Sitarama Raju district
4.	Arunachal Pradesh	Sh. K.N. Damo	Director, Dept of Tourism
5.	Arunachal Pradesh	Smt. Rita Yorong	DTO, Shi Yomi District
6.	Assam	Sh. Kumar Padmapani Bora	Principal Secretary and MD ATDC
7.	Assam	Sh. A. S. Rengma	Senior Planning Officer, DC Office, Kokrajhar district
8.	Chandigarh UT	Sh. Rohit Gupta	Director Tourism & CEO STEPS

Sn.	State/UT	Name	Designation
9.	Goa	Sh. Sumant Nadkarni	Superintendent Engineer, GTDC
10.	Goa	Sh. Shiv Prasad Naik	Dy Collector, North Goa District
11.	Goa	Sh. Srinet Kothwale	Additional Collector, South Goa District
12.	Gujarat	Sh. Vishal Damaliya	Zonal Engineer, TCGL
13.	Gujarat	Sh. Jasvantbhai Chavda	DPO, Kachchh district
14.	Himachal Pradesh	Sh. Ravinder Nath Sharma	Additional Director, Dept. of Tourism & CA
15.	Himachal Pradesh	Sh. Vinay Dhiman	DTDO, Kangra District
16.	Jharkhand	Smt. Anjali Yadav	Director, Dept of Tourism
17.	Jharkhand	Sh. Arvind Kr. Jha	Executive Engineer, JSBCCL
18.	Jharkhand	Sh. Amit Kumar	District Tourism Nodal Officer, Seraikela Kharsawan District
19.	Karnataka	Sh. Rajamma Chowdareddy	Joint Commissioner, KTIL
20.	Kerala	Sh. Rajiv K.S.	Planning Officer, Dept of Tourism
21.	Kerala	Sh. Amal Maheshwar	Deputy Collector, Kottayam District
22.	Kerala	Sh. Harshil	Sub Collector, Kozhikode District
23.	Ladakh UT	Smt. Kunzes Angmo	Director, Dept of Tourism
24.	Madhya Pradesh	Sh. Vivek Shrotriya	AMD & State Mission Director - MPTB
25.	Madhya Pradesh	Sh. Shishir Shrivastava	Sub Divisional Officer, Gwalior District
26.	Maharashtra	Smt. Jayshree Bhog	Secretary, Directorate of Tourism
27.	Maharashtra	Sh. Ravindra Matapathi	Deputy Collector, Sindhudurg District
28.	Mizoram	Sh. V. Lalengmawia	Joint Secretary
29.	Mizoram	Sh. Pi Dr. Lalchamliani	SDC Aizawl District

Sn.	State/UT	Name	Designation
30.	Mizoram	Sh. Pu James Lalrinchhana	District Collector, Champai
31.	Nagaland	Sh. Nchumbemo Lotha	Secretary, Dept of Tourism
32.	Odisha	Smt. Ellora Bharati Jena	Joint Secretary
33.	Punjab	Smt. Neru Katyal Gupta	Director, Directorate of Tourism
34.	Punjab	Shri Harpreet Singh	Collector, Amritsar District
35.	Punjab	Shri Sukhjinder Singh	ADC, Kapurthala District
36.	Puducherry UT	Sh. Sendhilynathan	Deputy Collector, Karaikal District
37.	Rajasthan	Dr. Rashmi Sharma	Director, Dept of Tourism
38.	Rajasthan	Sh. Sohan Lal	SDM, Bundi District
39.	Rajasthan	Sh. Sanjay Kumar	ADM Jodhpur District
40.	Sikkim	Sh. C.S. Rao	Pr. Secretary, Dept of Tourism & Civil Aviation
41.	Sikkim	Smt. Tirsang Tamang	SDM Gyalshing District
42.	Sikkim	Sh. Roshan Agawane	ADM Gangtok District
43.	Tamil Nadu	Sh. J Jayakumar	AD, TTDC
44.	Tamil Nadu	Sh. Narayana Sharma	Sub- Collector, Chengalpattu
45.	Tripura	Sh. Tapan Kumar Das	Director Tourism
46.	Tripura	Sh. Suraj Debbarma	DC, Unakoti District
47.	Uttarakhand	Shri. Satish Bahuguna	OSD, Dept of Tourism
48.	Uttar Pradesh	Sh. Ashwini K Pandey	Spl Secretary & MD UPTDC
49.	Uttar Pradesh	Sh. Jagadamba Singh	ADM, Prayagraj District
50.	Uttar Pradesh	Sh. Parag Maheshwari	SDM, Sitapur District

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

<b>Sn.</b>	<b>Name</b>	<b>Designation</b>
1.	Sh. Jasvinder Singh	Director (T), Swadesh Darshan
2.	Sh. Om Prakash	Under Secretary, IFD
3.	Sh. Ajeet Kumar Tyagi	Asst Director, Swadesh Darshan Div.
4.	Faisal Khan	Member, NPMU
5.	Karishma Prasad	Member, NPMU

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

<b>Sn.</b>	<b>Name</b>	<b>Designation</b>
1.	Sh. Hash Goel	Team Leader (Goa), M/s. INI design studio Ltd.
2.	Sh. Balakrishnan Mahadeva	Team Leader (Tamil Nadu), M/s. L&T Infra Engineering JV PwC India
3.	Sh. Swetank Dave	Investment Promotion & PPP Expert (Sikkim) M/s. IPE Global Ltd.
4.	Smt. Pallavi	Investment Promotion & PPP Expert (Karnataka) M/s. Deloitte Touche Tohmatsu JV IBI India Group

## Annexure 2

### Review of Master Plan, Strategy and Action Plan Iteration-01 under Swadesh Darshan 2.0

**Name of the Destination (State):** Colva (Goa)

**Name of the PDMC:** M/s. INI Design Studio Ltd.

**Date of Signing of Agreement:** 12.05.2023

**Due Date of Submission as per Agreement:** 26.06.2023

**Actual Date of Report Submission:** 04.07.2023

**Date of Submission of Revised Report:** 16.10.2023

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
<b>1</b>	<b>Introduction</b>	No	Section 1.2.2 Destination Delineation and maps to be updated as per Revised Inception Report submitted.	Complied
<b>2</b>	<b>Review of Statutory and Tourism Plans</b>			
2.1	Aspects to be covered: (i) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(ii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.	Yes	-	-
<b>3</b>	<b>Overview of the Destination</b>			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	Yes	-	-

<sup>1</sup> SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
3.3	History	Yes	-	-
3.4	Demographic Profile	No	The section to be updated as per revised delineation of the study area in Inception Report.	Complied
3.5	Economic Profile	No	The section to be updated as per revised delineation of the study area in Inception Report.	Complied
3.6	Key Tourism Assets	No	The section maybe refined further as per Point 2 of the Guidance Note.	Complied
<b>4</b>	<b>Destination Assessment</b>			
4.1	Destination Connectivity  <i>Aspects to be covered:</i> <i>(i) Air Connectivity</i> <i>(ii) Rail Connectivity</i> <i>(iii) Road Connectivity</i> <i>(iv) Waterway Connectivity</i>	No	<ul style="list-style-type: none"> <li>• Availability and condition of wayside amenities on NH-66 to be provided.</li> <li>• The section maybe further refined as per Point 4 of the Guidance Note.</li> </ul>	Complied
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> <li>• The section to be updated as per Point 5 of the Guidance note in subsequent iteration.</li> <li>• The availability, quality and methodology being adopted by the State for recording tourist arrivals to be assessed.</li> <li>• A framework to improve the methodology for more accurate data</li> </ul>	Complied. To be further detailed in subsequent iteration including analysis of the Tourist survey conducted.

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
			collection may be provided in subsequent iterations.	
4.3	<p>Tourist Attractions at the Destination</p> <p><i>Aspects to be covered:</i></p> <p>(i) <i>Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p> <p>(ii) <i>Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i></p>	No	<ul style="list-style-type: none"> <li>• Section to be re-structured with attraction wise assessment instead of grouping together.</li> <li>• A key map on Google satellite imagery showing the destination study area boundary and location of the attractions being assessed may be also provided.</li> <li>• Assessment of overall condition of the amenities at primary attractions with photographs to be also provided.</li> <li>• Section 4.3.1 (e) &amp; Section 4.2.2 (c)- Condition of the amenities to be elaborated.</li> <li>• Section 4.3.1 (g) &amp; Section 4.2.2 (k) - The means of accessibility to the attractions to be elaborated.</li> <li>• Section 4.3.1 (i) and Section 4.3.2 (e)- The condition of the facilities mentioned to be elaborated as well as overall assessment of safety and cleanliness at the attractions</li> </ul>	Complied

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
			<ul style="list-style-type: none"> <li>Gaps and issues may be supported with photograph(s).</li> </ul>	
4.4.	Basic Tourism Infrastructure  <i>Aspects to be covered:</i> (i) General Framework Condition (ii) Planned Initiatives	Yes	-	-
4.5	Accommodation Facilities  <i>Aspects to be covered:</i> (i) As-Is Assessment (ii) Planned Initiatives (iii) Gaps / Issues	No	Further details and assessment to be provided in subsequent iteration.	Complied. To be further detailed in subsequent iteration including analysis of the survey conducted.
4.6	ICT readiness  <i>Aspects to be covered:</i> (i) As-Is Assessment (ii) Planned Initiatives (iii) Gaps / Issues	No	Section 4.6.7- The information regarding tourist helpline number has been provided. The grievance redressal mechanism and its effectiveness to be elaborated in subsequent iteration.	Complied.
4.7	Employment and Skilling	No	The details as per template to be provided in subsequent iteration.	To be detailed based on analysis primary data collection
4.8	Community Engagement	No	The details as per template to be provided in subsequent iteration.	To be detailed based on analysis primary data collection
4.9	Branding, Marketing and Promotion	No	Preliminary details about the Branding, Marketing and Promotion initiatives undertaken by the State to be provided.	Complied. The section to be further detailed in subsequent iterations.



Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
			Further details and assessment as per template to be provided in subsequent iteration.	
4.10	Tourist Carrying Capacity	No	The Physical Carrying capacity calculated in the Iconic Master Plan prepared for Colva to be validated in Iteration-1 Detailed assessment to be provided subsequent iterations.	Not initiated. Reason cited: Finalization of components
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> <li>• Kick-off meetings are not considered as Stakeholder Consultations.</li> <li>• The key outcomes/discussion points provided to be for Porvorim only.</li> <li>• In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well</li> </ul>	Complied

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
			as proposed interventions.	
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	The section is missing and to be provided as per Point 3 of the Guidance Note.	Complied
<b>5</b>				
	<b>Vision and Target Output</b>			
5.1	Vision Statement	No	The section to be updated as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be provided in subsequent Iteration as per Point 7 of the Guidance Note.	Complied. The section may be further detailed in subsequent iterations.
<b>6</b>				
	<b>Proposed Strategy and Action Plan</b>			
6.1	Proposed Interventions  <i>Interventions Areas:</i> (i) <i>Spatial Planning and interventions</i> (ii) <i>Digital Interventions</i> (iii) <i>Employment, Skilling and community engagement</i> (iv) <i>Branding, Marketing and Promotion</i> (v) <i>Institutional Structure</i> (vi) <i>Policy &amp; Regulatory Interventions</i>	No	<ul style="list-style-type: none"> <li>The section to be updated as per point 8 of Guidance Note in subsequent iteration.</li> <li>All proposals at the identified areas/attractions to include interventions to improve end to end tourist experience.</li> <li>In Iteration-1, at least one area/primary attraction to be proposed as a tourism experience zone having end-to-end interventions to enhance tourist experience in</li> </ul>	<p>Complied Following to be provided:</p> <ul style="list-style-type: none"> <li>Section to focus equally on destination level strategies and interventions across all areas including Private Investment &amp; PPP and not be limited to physical interventions around the tourist attractions.</li> <li>The experiences and</li> </ul>

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
	<i>(vii) Any other area Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i>		consultation with State and DMC and all details to be provided.	<p>interventions should derive from the overall proposed strategy for the destination leading to action plan for implementation at short, medium, and long-term covering a horizon of ten years.</p> <ul style="list-style-type: none"> <li>• Interventions/ strategies based on the gaps identified in basic tourist infrastructure in Section 4.4. along with possible convergence to be provided in subsequent iteration.</li> </ul>
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	No projects are identified for PPP. Strategy/ interventions to be conceptualized for creating enabling environment and infrastructure for private investment at the destination.

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
6.3	Layout Plan	No	To be provided in Iteration-1 for identified zone proposed to be taken up for development in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti (i) <i>Final Delineated Study Area (to be provided in Iteration after approval of Inception Report)</i> (ii) <i>Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied
6.5	Summary of the Proposed Projects (to be provided in each Iteration)	No	The summary of the proposed interventions to be provided in each iteration as per the model template especially projects for intervention area to be taken up in DPR Package-1.	Complied Shelf of projects to include projects which may be taken up for destination development over the horizon of next 10 years with the broad cost
6.6	Monitoring and Evaluation (for identified KPIs for the proposed projects)	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
<b>7</b>	<b>Project Operation and Maintenance Plan</b>			
7.1	O&M Framework	No	The O&M framework for the identified intervention area	Complied. The section to be further detailed in

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>1</sup> )	Remarks /Observations (on Compliance)
	<i>(to be provided for projects identified for DPR Packages)</i>		prioritized for DPR Package-1 to be provided in Iteration-1 as part of end-to-end development of tourist experience zone.	subsequent iteration. O&M plan for any intervention should be detailed and comprehensive.
<b>8</b>	<b>General Observations</b>			
8.1	List of References & Annexures	Yes	-	-

**Name of the Destination (State):** Porvorim (Goa)

**Name of the PDMC:** M/s. INI Design Studio Ltd.

**Date of Signing of Agreement:** 12.05.2023

**Due Date of Submission as per Agreement:** 26.06.2023

**Actual Date of Report Submission:** 04.07.2023

**Date of Submission of Revised Report:** 16.10.2023

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
1	Introduction	No	Section 1.2.2 Destination Delineation and maps to be updated as per Revised Inception Report submitted.	Complied
2	<b>Review of Statutory and Tourism Plans</b>			
2.1	Aspects to be covered: (i) Whether listed plans have been prepared for the destination	Yes	-	-
2.2	(ii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.	Yes	-	-
3	<b>Overview of the Destination</b>			
3.1	Introduction of Destination	Yes	-	-
3.2	Physiography and Climate	Yes	-	-
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	-
3.5	Economic Profile	Yes	-	-

<sup>2</sup> SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
3.6	Key Tourism Assets	No	The section maybe refined further as per Point 2 of the Guidance Note.	
<b>4</b>	<b>Destination Assessment</b>			
4.1	Destination Connectivity  <i>Aspects to be covered:</i> (v) Air Connectivity (vi) Rail Connectivity (vii) Road Connectivity (viii) Waterway Connectivity	No	<ul style="list-style-type: none"> <li>• Availability and condition of wayside amenities on NH-66 to be provided.</li> <li>• The section maybe further refined as per Point 4 of the Guidance Note.</li> </ul>	Complied
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> <li>• The section to be updated as per Point 5 of the Guidance note in subsequent iteration.</li> <li>• The availability, quality and methodology being adopted by the State for recording tourist arrivals to be assessed.</li> <li>• A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations.</li> </ul>	Complied. The section may be further detailed in subsequent iterations.
4.3	Tourist Attractions at the Destination  <i>Aspects to be covered:</i> (iii) Primary Attractions (As-Is Assessment,	No	<ul style="list-style-type: none"> <li>• Section to be re-structured with attraction wise assessment instead of grouping together.</li> <li>• A key map on Google satellite imagery</li> </ul>	Complied

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
	<i>Planned Initiatives and Gaps/issues</i> (iv) <i>Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</i>		<p>showing the destination study area boundary and location of the attractions being assessed may be also provided.</p> <ul style="list-style-type: none"> <li>• Assessment of overall condition of the amenities with photographs to be also provided.</li> <li>• Assessment of Goa Art Trail and Cycling Tour to be accompanied by map showing the respective routes.</li> <li>• Gaps and issues may be supported with photograph(s).</li> </ul>	
4.4.	Basic Tourism Infrastructure  <i>Aspects to be covered:</i> (iii) <i>General Framework Condition</i> (iv) <i>Planned Initiatives</i>	No	<ul style="list-style-type: none"> <li>• Section 4.4 (b)- Instead of provisions of the Act, the assessment of conditions at the destination to be provided</li> <li>• Section 4.4 (d) is missing</li> </ul>	Complied
4.5	Accommodation Facilities  <i>Aspects to be covered:</i> (iv) <i>As-Is Assessment</i> (v) <i>Planned Initiatives</i> (vi) <i>Gaps / Issues</i>	No	Further details and assessment to be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
4.6	ICT readiness  <i>Aspects to be covered:</i> (iv) <i>As-Is Assessment</i>	No	Section 4.6.7- The information regarding tourist helpline number has been provided. The grievance	Complied



Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
	(v) <i>Planned Initiatives</i> (vi) <i>Gaps / Issues</i>		redressal mechanism and its effectiveness to be elaborated in subsequent iteration.	
4.7	Employment and Skilling	No	The details as per template to be provided in subsequent iteration.	Not Initiated Reason cited: Ongoing Destination specific data collection
4.8	Community Engagement	No	The details as per template to be provided in subsequent iteration.	Not Initiated Reason cited: Ongoing Destination specific data collection
4.9	Branding, Marketing and Promotion	No	Preliminary details about the Branding, Marketing and Promotion initiatives undertaken by the State to be provided. Further details and assessment as per template to be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
4.10	Tourist Carrying Capacity	No	Preliminary/Initial carrying capacity assessment to be provided in Iteration-1 Detailed assessment to be provided subsequent iterations.	Not initiated. Reason cited: Finalization of components
4.11	Destination Institutional Structure	No	The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
4.12	Details of Stakeholder Consultations	No	<ul style="list-style-type: none"> <li>Kick-off meetings are not considered as Stakeholder Consultations.</li> <li>The key outcomes/discussion points provided to be for Porvorim only.</li> <li>In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions.</li> </ul>	Complied
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	The section is missing and to be provided as per Point 3 of the Guidance Note.	Complied
<b>5</b>	<b>Vision and Target Output</b>			
5.1	Vision Statement	No	The section to be updated as per point 6 of Guidance Note	Complied
5.2	Target Output	No	The section to be provided in subsequent Iteration as per Point 7 of the Guidance Note.	Complied. The section may be further detailed in subsequent iterations.
<b>6</b>	<b>Proposed Strategy and Action Plan</b>			
6.1	Proposed Interventions	No	<ul style="list-style-type: none"> <li>The section to be updated as per point 8 of Guidance Note</li> </ul>	Complied

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
	<p><i>Interventions Areas:</i></p> <p>(viii) <i>Spatial Planning and interventions</i></p> <p>(ix) <i>Digital Interventions</i></p> <p>(x) <i>Employment, Skilling and community engagement</i></p> <p>(xi) <i>Branding, Marketing and Promotion</i></p> <p>(xii) <i>Institutional Structure</i></p> <p>(xiii) <i>Policy &amp; Regulatory Interventions</i></p> <p>(xiv) <i>Any other area Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>in subsequent iteration.</p> <ul style="list-style-type: none"> <li>All proposals at the identified areas/attractions to include interventions to improve end to end tourist experience.</li> <li>In Iteration-1, atleast one area/primary attraction to be proposed as a tourism experience zone having end-to-end interventions to enhance tourist experience in consultation with State and DMC and all details to be provided.</li> </ul> <p>One of the zones identified on pg 58 may be further developed and prioritized for DPR Package-1.</p>	
6.2	Pre-Feasibility Assessment of identified PPP projects (if any)	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	Not Applicable in Iteration-01
6.3	Layout Plan	No	To be provided in Iteration-1 for identified zone proposed to be taken up for development in DPR Package-1.	Complied
6.4	Integration with PM Gati Shakti	No	GIS database of the final delineated study area	Final Delineated Study Area to be provided.

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
	(iii) Final Delineated Study Area (to be provided in Iteration after approval of Inception Report) (iv) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)		boundary to be provided after approval of Inception Report.	
6.5	Summary of the Proposed Projects (to be provided in each Iteration)	No	The summary of the proposed interventions to be provided in each iteration as per the model template especially projects for intervention area to be taken up in DPR Package-1.	Complied
6.6	Monitoring and Evaluation (for identified KPIs for the proposed projects)	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
<b>7</b>	<b>Project Operation and Maintenance Plan</b>			
7.1	O&M Framework (to be provided for projects identified for DPR Packages)	No	The O&M framework for the identified intervention area prioritized for DPR Package-1 to be provided in Iteration-1 as part of end-to-end development of tourist experience zone.	Complied. The section to be further detailed in subsequent iteration.  O&M plan for any intervention should be detailed and comprehensive.
<b>8</b>	<b>General Observations</b>			

Chapter /Section	Item	Iteration-01		Revised Iteration-01
		Compliance (Yes/No)	Remarks /Observations (w.r.t requirements of the ToR, Model Template & Guidance Note <sup>2</sup> )	Remarks /Observations (on Compliance)
8.1	List of References & Annexures	Yes	-	

**Name of the Destination (State):** Mamallapuram (Tamil Nadu)

**Name of the PDMC:** M/s. L&T Infra Engineering PwC India Ltd. JV

**Date of Signing of Agreement:** 08.05.2023

**Due Date of Submission as per Agreement:** 22.06.2023

**Actual Date of Report Submission:** 05.07.2023

**Date of Submission of Revised Report:**

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
<b>1</b>	<b>Introduction</b>	Yes	-	-
<b>2</b>	<b>Review of Statutory and Tourism Plans</b>			
2.1	<b>Aspects to be covered:</b> <i>(i) Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	<i>(ii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/ projects from the plan(s) reviewed to be provided in Section 4.3 to 4.6. (Refer Section 2, Note of the Model Template)	Complied
<b>3</b>	<b>Overview of the Destination</b>			
3.1	Introduction of Destination	No	A3 Size map showing location and study area to be provided.	Complied
3.2	Physiography and Climate	Yes	-	-
3.3	History	Yes	-	-
3.4	Demographic Profile	No	Demographic profile such as population	Complied

<sup>3</sup> SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
			density, sex ratio, literacy rate to be provided.	
3.5	Economic Profile	No	<ul style="list-style-type: none"> <li>Only yearly growth of economic output of the district is provided.</li> <li>Other analysis related to workforce participation, type of workers in the workforce is not provided.</li> </ul>	Complied
3.6	Key Tourism Assets	No	<ul style="list-style-type: none"> <li>Relevant photographs and maps to be provided</li> <li>Festivals/fair/events themes and footfall details to be provided</li> <li>This section to be further refined as per point 2 of guidance note</li> </ul>	Complied
<b>4</b>				
<b>Destination Assessment</b>				
4.1	Destination Connectivity <b>Aspects to be covered:</b> <i>(ix) Air Connectivity</i> <i>(x) Rail Connectivity</i> <i>(xi) Road Connectivity</i> <i>(xii) Waterway Connectivity</i>	No	<ul style="list-style-type: none"> <li>The section should cover the aspects like facilities pertaining to air, rail &amp; road connectivity, hygiene &amp; cleanliness, and etc along with the photographs of each aspect.</li> <li>The section shall cover- <ul style="list-style-type: none"> <li>Monthly passenger traffic to be provided</li> </ul> </li> </ul>	Condition of the highways and availability of wayside amenities to be provided.  Other observations are complied.

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
			<ul style="list-style-type: none"> <li>- Has there been any opinion taken from the users of the facility regarding any challenges they face while using the facility and to understand the current situation?</li> <li>- The surveys and interviews conducted to be annexed.</li> <li>- Are these gaps and challenges been addressed by proposed intervention?</li> <li>• Identification of the gaps as per the industry standards to be provided.</li> <li>• The section to be revised as per Point 4 of the Guidance Note.</li> <li>• Waterways connectivity/sea route to be provided as per section 4.1.4 of guidance note (if applicable)</li> </ul>	
4.2	Tourist Statistics	No	<ul style="list-style-type: none"> <li>• Year wise trend of tourist arrival to be provided for 2015-2019</li> <li>• As per the Master Plan Template, tourist statistics of 4.2 (d), (e), (f), (g),</li> </ul>	<p>Complied. The section to be further refined in subsequent iteration based on analysis of the primary survey.</p> <ul style="list-style-type: none"> <li>• The availability, quality and</li> </ul>



Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
			and (h) are to be provided in subsequent iteration and the section to be revised as per Point 5 of the Guidance Note.	methodology being adopted by the State for recording tourist arrivals to be assessed. <ul style="list-style-type: none"> <li>A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations.</li> </ul>
4.3	Tourist Attractions at the Destination <b>Aspects to be covered:</b> (v) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues) (vi) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)	No	<ul style="list-style-type: none"> <li>More details to be provided in As-Is assessment in accordance with model template.</li> <li>Planned initiatives at the tourist attractions is provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2.</li> <li>Gaps and issues to be provided and supported with better photograph(s).</li> <li>Rating System if not benchmarked to any standards/ best practices to be removed.</li> </ul>	Complied
4.4.	Basic Tourism Infrastructure Aspects to be covered:	No	<ul style="list-style-type: none"> <li>Details of general framework conditions is missing</li> <li>Information on Planned initiatives is missing</li> </ul>	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
	(v) General Framework Condition (vi) Planned Initiatives			
4.5	Accommodation Facilities  Aspects to be covered: (vii) As-Is Assessment (viii) Planned Initiatives (ix) Gaps / Issues	No	<ul style="list-style-type: none"> <li>The data provided in this section is observed to be incomplete and needs to be added in subsequent iteration as per master plan template.</li> <li>Gaps/issues needs to be provided.</li> <li>Planned initiatives to be provided.</li> </ul>	Complied. To be further detailed as per the Model Template in subsequent iteration.
4.6	ICT readiness  Aspects to be covered: (vii) As-Is Assessment (viii) Planned Initiatives (ix) Gaps / Issues	No	<ul style="list-style-type: none"> <li>Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality?</li> <li>Whether the websites, portal and applications are user friendly or not?</li> <li>Are these regularly updated?</li> <li>Does the website, portal, applications provide hassle free experience to the tourists?</li> <li>Is there a need to revamp these portal, website and applications? If yes, then, has it been taken up in master plan?</li> </ul>	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
4.7	Employment and Skilling	No	Detailed assessment as per model template to be provided in subsequent iteration	Complied. To be further detailed in subsequent iteration
4.8	Community Engagement	No	Detailed assessment as per point (i), (iv) & (v) model template to be provided in subsequent iteration.	Complied. To be further detailed in subsequent iteration
4.9	Branding, Marketing and Promotion	No	Detailed assessment as per point (iv) of model template to be provided in subsequent iteration.	Complied. To be further detailed in subsequent iteration
4.10	Tourist Carrying Capacity	No	<ul style="list-style-type: none"> <li>TCC analysis to be included in subsequent iterations of the master plan.</li> <li>TCC of the tourist attractions must be considered while proposing the interventions.</li> </ul>	Preliminary assessment conducted, to be further detailed in next iteration
4.11	Destination Institutional Structure	No	<ul style="list-style-type: none"> <li>First meeting with DMC is yet to be organized.</li> <li>The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.</li> <li>Information on point (iii) is pending</li> </ul>	<ul style="list-style-type: none"> <li>To be further detailed in subsequent iteration.</li> <li>The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.</li> </ul>

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
4.12	Details of Stakeholder Consultations	No	Details of key take aways from Stakeholder Consultation to be provided	Complied. In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions.
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	This section is missing and to be provided as per point 3 of guidance note.	Complied
<b>5</b>				
	Vision and Target Output			
5.1	Vision Statement	No	This section to be updated as per point 6 of the guidance note.	The vision statement to be crisp, capturing the destination's proposed positioning and can be owned by all stakeholders.
5.2	Target Output	No	The section to be provided in subsequent Iteration as per Point 7 of the Guidance Note	To be provided in subsequent iteration
<b>6</b>				
	Proposed Strategy and Action Plan			
6.1	Proposed Interventions  <i>Interventions Areas:</i>	No	<ul style="list-style-type: none"> <li>This section to be updated as per point 8 of guidance note in</li> </ul>	To be further refined & elaborated in subsequent iteration:

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
	<p>(xv) Spatial Planning and interventions</p> <p>(xvi) Digital Interventions</p> <p>(xvii) Employment, Skilling and community engagement</p> <p>(xviii) Branding, Marketing and Promotion</p> <p>(xix) Institutional Structure</p> <p>(xx) Policy &amp; Regulatory Interventions</p> <p>(xxi) Any other area</p> <p><i>Detailing of the Intervention areas as per aspects (a) to (g) listed in the template.</i></p>		<p>subsequent iteration</p> <ul style="list-style-type: none"> <li>In Iteration-1, at least one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC and all details to be provided.</li> <li>As per model template 6.1, further details on point (v), (vi) &amp; (vii) is required in subsequent iterations.</li> </ul>	<ul style="list-style-type: none"> <li>The overall strategy for holistic development of the destination for 10 yr horizon to be provided.</li> <li>Destination level strategies and interventions across the areas of tourism products, IT/Digitalization, Branding Marketing &amp; Promotion, Skilling and Capacity Development to be further detailed.</li> <li>Opportunities for Private Investment &amp; PPP to be provided.</li> </ul>
6.2	Pre-Feasibility Assessment of identified PPP projects (if any)	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	No projects are identified for PPP. No projects are identified for PPP.
6.3	Layout Plan	Yes	Provided	Complied
6.4	Integration with PM Gati Shakti (v) Final Delineated Study Area (to be provided in Iteration after approval of	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
	<i>Inception Report) (vi) Proposed Interventions (to be provided in subsequent Iteration after approval of DPR for the intervention)</i>			
6.5	Summary of the Proposed Projects <i>(to be provided in each Iteration)</i>	No	The summary to be revised as per the projects to be prioritized for DPR Package – 1.	Complied
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
<b>7</b>	<b>Project Operation and Maintenance Plan</b>			
7.1	O&M Framework <i>(to be provided for projects identified for DPR Packages)</i>	No	The O&M framework for the identified intervention prioritized for DPR Package-1 to be provided in Iteration-1.	Complied. The section to be further detailed in subsequent iteration.
<b>8</b>	<b>General Observations</b>			
8.1	Source of All figures and Tables	No	The source of all the data and information quoted in the report to be provided.	
8.2	List of References	No	The list of reference to be provided.	Complied
8.3	Annexures <i>(Annexure-D )</i>	Yes	-	-
8.4	Photographs	No	Photographs to be provided to show the existing condition of the	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>3</sup> )	Remarks / Observations (On Compliance)
			tourist attractions, any facility, connectivity nodes, and any other.	
8.5	Report Structure	No	The chapter order of report to be as per model template	Complied

**Name of the Destination (State):** The Nilgiris (Tamil Nadu)

**Name of the PDMC:** M/s. L&T Infra Engineering PwC India Ltd. JV

**Date of Signing of Agreement:** 08.05.2023

**Due Date of Submission as per Agreement:** 22.06.2023

**Actual Date of Report Submission:** 05.07.2023

**Date of Submission of Revised Report:** 07.11.2023

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
<b>1</b>	<b>Introduction</b>	Yes	-	-
<b>2</b>	<b>Review of Statutory and Tourism Plans</b>			
2.1	<b>Aspects to be covered:</b> <i>(iii) Whether listed plans have been prepared for the destination</i>	Yes	-	-
2.2	<i>(iii) Listing of relevant Proposals and Self of Projects in Sections 4.3 to 4.6.</i>	No	The list of relevant proposals/ projects from the plan(s) reviewed to be provided in Section 4.3 to 4.6. (Refer Section 2, Note of the Model Template)	Not Complied
<b>3</b>	<b>Overview of the Destination</b>			
3.1	Introduction of Destination	No	A3 size map showing location and study area to be provided.	Complied
3.2	Physiography and Climate	No	Best time to visit is not provided. The section to be as per model template.	Complied

<sup>4</sup> SOP for Guidance on Preparation of Master Plan, Strategy & Action Plan circulated by Ministry of Tourism



Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
3.3	History	Yes	-	-
3.4	Demographic Profile	Yes	-	Supporting charts/graphics to be provided
3.5	Economic Profile	Yes	-	-
3.6	Key Tourism Assets	No	This section to be further refined as per Point 2 of guidance note	Instead of description, the USP as per template to be provided.
<b>4</b>				
<b>4</b>	<b>Destination Assessment</b>			
4.1	Destination Connectivity <b>Aspects to be covered:</b> (xiii) Air Connectivity (xiv) Rail Connectivity (xv) Road Connectivity (xvi) Waterway Connectivity	No	<ul style="list-style-type: none"> <li>• <b>Air</b> - The section is not as per the template provided.</li> <li>• <b>Rail</b> – Assessment of train frequency, facilities/amenities at railway stations and hygiene/cleanliness at the facility is not provided.</li> <li>• <b>Road</b> – This section lacks information like capacity &amp; facility at bus / taxi terminal, wayside amenities, etc.</li> <li>• The description does not include mention of the upcoming/ongoing projects to improve connectivity.</li> <li>• Gaps/Issues identification with reference to industry standards/best practices is not attempted.</li> </ul>	Partially Complied <ul style="list-style-type: none"> <li>• Section 4.1.3- Condition of Highway/major roads and availability of wayside amenities at NH.</li> <li>• Upcoming/ ongoing projects to improve connectivity are not specified</li> <li>• Gaps/Challenges not identified</li> </ul>

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
			<ul style="list-style-type: none"> <li>Photographs of the mentioned facilities is missing.</li> </ul>	
4.2	Tourist Statistics	No	This section to be further refined on points (d), (e), (f), (g), and (h) of the model template	<ul style="list-style-type: none"> <li>Analysis of the CAGR calculated to be provided.</li> <li>The availability, quality and methodology being adopted by the State for recording tourist arrivals to be assessed.</li> <li>A framework to improve the methodology for more accurate data collection may be provided in subsequent iterations.</li> </ul>
4.3	<p>Tourist Attractions at the Destination</p> <p><b>Aspects to be covered:</b></p> <p>(vii) Primary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p> <p>(viii) Secondary Attractions (As-Is Assessment, Planned Initiatives and Gaps/issues)</p>	No	<ul style="list-style-type: none"> <li>More details to be provided in As-Is assessment in accordance with model template.</li> <li>Planned initiatives at the tourist attractions is to be provided. This section to be linked with proposed interventions listed in statutory plans (if any) in Chapter 2.</li> <li>Gaps and issues to be provided and supported with better photograph(s).</li> <li>Rating System if not benchmarked to any</li> </ul>	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
			standards/ best practices to be removed.	
4.4.	Basic Tourism Infrastructure  <i>Aspects to be covered:</i> <i>(vii) General Framework Condition</i> <i>(viii) Planned Initiatives</i>	No	<ul style="list-style-type: none"> <li>Brief details on existing facilities needs to be provided as per model template in subsequent iteration.</li> <li>Information on Planned initiatives is missing.</li> </ul>	Not Complied
4.5	Accommodation Facilities  <i>Aspects to be covered:</i> <i>(x) As-Is Assessment</i> <i>(xi) Planned Initiatives</i> <i>(xii) Gaps / Issues</i>	No	<ul style="list-style-type: none"> <li>The data provided in this section is incomplete and to be added in subsequent iteration as Template section 4.5</li> <li>Planned initiatives to be provided.</li> <li>Gaps/issues needs to be provided.</li> </ul>	<ul style="list-style-type: none"> <li>Further details in subsequent iteration</li> <li>Data on accommodation be checked from verified sources</li> </ul>
4.6	ICT readiness  <i>Aspects to be covered:</i> <i>(x) As-Is Assessment</i> <i>(xi) Planned Initiatives</i> <i>(xii) Gaps / Issues</i>	No	<ul style="list-style-type: none"> <li>Snapshots of the websites, portal, applications listed to be provided to assess the user interface and the quality?</li> <li>Whether the websites, portal and applications are user friendly or not?</li> <li>Are these regularly updated?</li> <li>Does the website, portal, applications</li> </ul>	Complied

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
			<p>provide hassle free experience to the tourists?</p> <ul style="list-style-type: none"> <li>Is there a need to revamp these portal, website and applications? If yes, then, has it been taken up in master plan?</li> </ul>	
4.7	Employment and Skilling	No	Detailed assessment as per model template to be provided in subsequent iteration	To be further detailed in subsequent iteration
4.8	Community Engagement	No	Detailed assessment as per model template to be provided in subsequent iteration	To be further detailed in subsequent iteration
4.9	Branding, Marketing and Promotion	No	The section does not provide information as per Point (iv) of section 4.9 of model template. This needs to be improved as per model template.	The impact assessment to be further detailed in subsequent iteration
4.10	Tourist Carrying Capacity	No	<ul style="list-style-type: none"> <li>TCC analysis to be included in subsequent iterations of the master plan.</li> <li>TCC of the tourist attractions must be considered while proposing the interventions.</li> </ul>	Not Complied
4.11	Destination Institutional Structure	No	<ul style="list-style-type: none"> <li>First meeting with DMC is yet to be organized.</li> <li>The assessment of the DMC's role,</li> </ul>	<ul style="list-style-type: none"> <li>To be further detailed in subsequent iteration.</li> </ul>

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
			<p>responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.</p> <ul style="list-style-type: none"> <li>Information on Point (iii) of section 4.11 of model template is pending</li> </ul>	<ul style="list-style-type: none"> <li>The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination to be provided in subsequent iteration.</li> </ul>
4.12	Details of Stakeholder Consultations	No	Details of participants of the meeting and photographs are not provided.	Complied. In subsequent iterations, the consultations with identified stakeholders undertaken to be aimed at validating the assessment carried out, identification of gaps and potentials as well as proposed interventions.
4.13	Key Takeaways (Summary of key Issues, gaps, opportunities & potentials)	No	This section is missing and to be provided as per Point 3 of guidance note.	Most of the Section does not comply with the guidance note. Points to be specific which feeds into and are addressed in Sections 5 and 6.
<b>5</b>				
	<b>Vision and Target Output</b>			
5.1	Vision Statement	No	This may be further refined in accordance	<ul style="list-style-type: none"> <li>The section does not comply with the guidance note.</li> </ul>

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
			with Point 6 of Guidance Note	<ul style="list-style-type: none"> <li>Vision statement to be crisp, capturing the destination's proposed positioning and can be owned by all stakeholders.</li> </ul>
5.2	Target Output	No	The section to be provided in subsequent Iteration as per Point 7 of the Guidance Note.	To be provided in subsequent iteration
<b>6</b>	<b>Proposed Strategy and Action Plan</b>			
6.1	<p>Proposed Interventions</p> <p><i>Interventions Areas:</i></p> <p>(xxii) <i>Spatial Planning and interventions</i></p> <p>(xxiii) <i>Digital Interventions</i></p> <p>(xxiv) <i>Employment, Skilling and community engagement</i></p> <p>(xxv) <i>Branding, Marketing and Promotion</i></p> <p>(xxvi) <i>Institutional Structure</i></p> <p>(xxvii) <i>Policy &amp; Regulatory Interventions</i></p> <p>(xxviii) <i>Any other area</i></p> <p><i>Detailing of the Intervention areas as per aspects (a) to</i></p>	No	<ul style="list-style-type: none"> <li>In Iteration-1, at least one area for end-to-end development to enhance tourist experience to be prioritized in consultation with State and DMC and all details to be provided.</li> <li>Interventions proposed under digital interventions needs to be reassessed.</li> <li>Interventions to be proposed based on the uniqueness of the destination.</li> </ul>	<p>To be further refined &amp; elaborated in subsequent iteration:</p> <ul style="list-style-type: none"> <li>The overall strategy for holistic development of the destination for 10 yr horizon to be provided.</li> <li>Destination level strategies and interventions across the areas of tourism products, IT/Digitalization, Branding Marketing &amp; Promotion, Skilling and Capacity Development to be further detailed.</li> <li>Opportunities for Private Investment &amp; PPP to be provided.</li> <li>Interventions under Convergence</li> </ul>

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
	<i>(g) listed in the template.</i>			to be provided in subsequent iteration.
6.2	Pre-Feasibility Assessment of identified PPP projects <i>(if any)</i>	No	To be provided in Iteration-1 if any project is identified to be undertaken via PPP mode.	No projects are identified for PPP. No projects are identified for PPP.
6.3	Layout Plan	No	Provided for few hard interventions.	Complied
6.4	Integration with PM Gati Shakti <i>(vii) Final Delineated Study Area (to be provided in iteration after approval of Inception Report)</i> <i>(viii) Proposed Interventions (to be provided in subsequent iteration after approval of DPR for the intervention)</i>	No	GIS database of the final delineated study area boundary to be provided after approval of Inception Report.	Complied
6.5	Summary of the Proposed Projects <i>(to be provided in each iteration)</i>	No	The summary to be revised as per the projects to be prioritized for DPR Package – 1.	Complied Interventions under Convergence to be provided in subsequent iteration.
6.6	Monitoring and Evaluation <i>(for identified KPIs for the proposed projects)</i>	No	To be provided in subsequent iteration.	Complied. The section may be further detailed in subsequent iterations.
<b>7</b>	<b>Project Operation and Maintenance Plan</b>			

Chapter /Section	Item	Iteration -1		Revised Iteration -1
		Compliance as per Model Template (Yes/No)	Remarks /Observations (w.r.t the requirements of the ToR, Model Template & Guidance Note <sup>4</sup> )	Remarks / Observations (On Compliance)
7.1	O&M Framework (to be provided for projects identified for DPR Packages)	No	The O&M framework for the identified intervention prioritized for DPR Package-1 to be provided in Iteration-1.	Complied. To be further refined in subsequent iteration.
<b>8</b>				
	<b>General Observations</b>			
8.1	Source of All figures and Tables	No	The source of all the data and information quoted in the report to be provided.	Not Complied
8.2	List of References	No	The list of reference to be provided.	Complied
8.3	Annexures (Annexure-D in 1 <sup>st</sup> Iteration)	No	The MoM of stakeholder consultations to be provided in the format prescribed in the model master plan template.	Complied
8.4	Photographs	No	Photographs to be provided to show the existing condition of the tourist attractions, any facility, connectivity nodes, and any other.	Complied
8.5	Report Structure	No	<ul style="list-style-type: none"> <li>The chapter order of report to be as per model template</li> <li>Section 4.3.1</li> </ul>	Complied  The section to be in running format instead of tabular format



### Annexure-3

#### Checklist for DPR for the identified Experiences (Based on the guidelines, templates, guidance notes and review by MD and CSMC)

Sno	Item	Compliance (Yes/ No)
<b>A</b>	<b>General</b>	
1	DPR in alignment with the concept approved by CSMC and	
2	Observations made in the meetings of MD and CSMC have been incorporated.	
<b>A</b>	<b>Tourist Experience Parameters</b>	
	DPR should have all interventions to provide end to end tourist experience across all major tourist touch points	
(a)	<b>Provision for marketing and promotion:</b> <ul style="list-style-type: none"> <li>• Promotional material digital and physical</li> <li>• Promotion on website/ mobile app</li> <li>• Promotion on social media</li> <li>• Other channels to reach domestic and foreign tourists</li> </ul>	
(b)	<b>Provision for booking support</b> <ul style="list-style-type: none"> <li>• Internet booking</li> <li>• Onsite computerized token</li> <li>• Information on expected waiting time etc.</li> </ul>	
(c)	<b>Information Dissemination:</b> <ul style="list-style-type: none"> <li>• QR codes widely displayed to access information about destination/ attraction,</li> <li>• Information Center,</li> <li>• Tourist Maps,</li> <li>• Wayfinding, signages etc. at major nodes</li> </ul>	
(d)	<b>Traffic Management</b> <ul style="list-style-type: none"> <li>• Drop-off &amp; Pick-up points,</li> <li>• Parking,</li> <li>• Pedestrianization</li> <li>• E-vehicle from parking,</li> <li>• Connection with local transportation etc.</li> </ul>	
(d)	<b>Interpretation &amp; Sensitization:</b> <ul style="list-style-type: none"> <li>• Interpretation Centre/ Orientation Centre/ Site Museums/ Exhibition Centre,</li> </ul>	

<b>Sno</b>	<b>Item</b>	<b>Compliance (Yes/ No)</b>
	<ul style="list-style-type: none"> <li>• Audio guides</li> <li>• Other similar initiatives (digital and physical)</li> </ul>	
(e)	<b>Visitor Management:</b> <ul style="list-style-type: none"> <li>• Holding areas at the ticket counter/ token</li> <li>• Entry regulation by groups</li> <li>• Evacuation plan,</li> <li>• Universal Accessibility,</li> <li>• CCTV/ Manpower for monitoring the movement</li> </ul>	
(f)	<b>Cleanliness and Hygiene</b> <ul style="list-style-type: none"> <li>• Measures for maintaining Cleanliness</li> <li>• Hygiene and Aesthetics particularly for nearby street vendors</li> </ul>	
(g)	<b>Shopping Experience:</b> <ul style="list-style-type: none"> <li>• Provision for souvenir shops, local products (ODOP etc.)</li> <li>• Provision for space for hawkers/ street vendors</li> <li>• Other related retail spaces</li> </ul>	
(h)	<b>Food &amp; Beverage:</b> <ul style="list-style-type: none"> <li>• Provision for Café/ Restaurants/ Food Carts / Kiosks etc.</li> </ul>	
(i)	<b>Feedback:</b> <ul style="list-style-type: none"> <li>• Provision for tourist feedback at the exit of planned tourist experience.</li> <li>• Provision to showcase feedback and rating online.</li> <li>• Provision to capture grievance</li> </ul>	
<b>B</b>	<b>Project Readiness and Design Based Parameters</b>	
<b>1</b>	<b>Land</b>	
	Land should be in possession of State Tourism Department or the agency	
<b>2</b>	<b>Project Layout and Architecture Design</b>	
(a)	Have details about the proposed components been provided?	
(b)	Are the detailed engineering drawings ready for tendering?	
<b>3</b>	<b>Pre-Construction Clearances</b>	
(a)	ASI	
(b)	Forest	
(c)	CRZ	

<b>Sno</b>	<b>Item</b>	<b>Compliance (Yes/ No)</b>
(d)	Municipal Authority	
(e)	Any other clearance or NOC required	
<b>4</b>	<b>Environment Protection</b>	
(a)	Wastewater Treatment	
(b)	Solid Waste Management	
<b>5</b>	<b>Sustainable Practices</b>	
(a)	Design of hard components based on <ul style="list-style-type: none"> <li>• local architecture,</li> <li>• use of local materials and</li> <li>• other eco-friendly and</li> <li>• heritage considerations, as applicable.</li> </ul>	
(b)	Use of indigenous species in landscaping works	
(c)	Universal accessibility included in detailed design	
(d)	At environmentally sensitive areas such as wetlands and waterfronts, beaches etc. Ensure <ul style="list-style-type: none"> <li>• Minimal construction</li> <li>• Nature-based activities</li> </ul>	
(e)	Interventions for Capacity building and empowerment of women & youth	
<b>6</b>	<b>Project Cost Estimation</b>  The Government will only be funding the cost of major enabling components and the fixers and furnishing item and other items for operation and management will be in the scope of Implementation Partner (Tourist Experience Development & Management Agency). <ul style="list-style-type: none"> <li>• DPR to clearly designate components to be funded under Swadesh Darshan and</li> <li>• Other minimum obligations required to be developed or installed for successful operationalisation and management of the project.</li> </ul>	
<b>7</b>	<b>Sustainable Operation and Management</b>	
(a)	The 'Tourist Experience Development & Management Agency' will be responsible for project implementation, operation and management of overall tourists experience as per the defined service levels?	

Sno	Item	Compliance (Yes/ No)
(b)	Have the service level requirements for Operations, Maintenance & Management <ul style="list-style-type: none"> <li>• Well defined and measurable</li> <li>• Identification of means of measurement of the same</li> <li>• Penalties for not meeting the SLAs</li> </ul>	
(c)	Skilling & Capacity Building: Training programs, staff sensitization, safety & evacuation protocol etc.	
(d)	All the revenue streams for operation and management of the end-to-end experience to be identified: <ul style="list-style-type: none"> <li>• Parking</li> <li>• E-vehicle</li> <li>• Ticket for the attraction</li> <li>• Rent/ Income from Shopping outlets</li> <li>• Rent/ income from food and beverage outlets</li> <li>• Advertisements including LED etc.</li> <li>• Priority que</li> <li>• Value added services</li> <li>• Others</li> </ul>	
(e)	Are the proposed revenue stream sufficient to sustain the pre-defined service levels?	
(f)	If No, does the state commit to provide the funding and capacity gap to sustain the proposed experience?	
(g)	Net income from the experience to be retained by DMC with 10% to be allocated to SIA	

## Annexure-5

### Broad Structure for RFP Structuring for onboarding Tourism Experience Development and Management Agency

Sn.	Item	Description
<b>1. Project Scope and Timelines</b>		
1.1	<b>Name of the Project</b>	<b>Development, Construction, Operation and Management of &lt;Name of the Experience&gt;</b>
1.2	<b>Authority</b>	<b>&lt;Name of the State Implementation Agency approved by Ministry of Tourism&gt;</b>
1.3	<b>Project Context</b>	<p>Ministry of Tourism, Government of India has formulated Swadesh Darshan 2.0 Scheme (hereinafter referred as “Scheme”) to develop sustainable and responsible tourist destinations in the country by adopting the Destination Centric and Tourist Centric Approach.</p> <p>The Scheme is being implemented in the State of &lt;Name of the State&gt; through &lt;Name of the Agency&gt; as State Implementation Agency.</p> <p>&lt;Name of the Destination&gt; has been notified in the State of &lt;Name of the State&gt; for developing as sustainable and responsible tourist destination. A Destination Management Committee (DMC) has also been constituted for the Destination under District Collector for coordinating, facilitating, and providing guidance for development of the destination.</p> <p>A professional agency &lt;Name of the PDMC&gt; has been engaged as project design and management consultant (PDMC) for providing end to end support to SIA and DMC for implementation of the Scheme. A Master Plan for the destination has been prepared as part of the Scheme with the help of PDMC.</p> <p>The project &lt;Name of the Experience&gt; has been identified as one of the interventions in the Master Plan to enhance the tourist experience.</p>
1.4	<b>Project Brief</b>	<p>The “Authority” intends to adopt bidding process to hire a Tourism Experience Development and Management Agency (TEDMA) to develop, construct, operate, maintain and manage the project.</p> <p><i>{The salient features of the project are described here.}</i></p>
1.5	<b>Location</b>	<i>{Describe the locations covered by the project including a site map}</i>
1.6	<b>Total Land Area</b>	<i>{Total area of the site}</i>
1.7	<b>Total Develop-able Area</b>	<i>{Area which can be developed for revenue generating components}</i>
1.8	<b>Project Duration</b>	Development and Construction – Maximum 12 months

Sn.	Item	Description
		Operation and Management – Minimum 60 months with provision for renewal subject to satisfactory performance
1.9	Scope of Work	Detailed Scope of Work Phase 1: Construction and Development: Phase 2: Operations and Management Phase:
1.10	Minimum Development Obligations	Minimum area of various components to be developed by the TDMA, which will be funded by the Authority. An illustration has been provided in the <b>Annexure-A</b>
1.11	Estimated Project Cost	INR ____ Cr <i>NOTE: The assessment of actual costs, however, will have to be made by the Bidders.</i>
1.12	Optional Development	For any optional development, the TEDMA shall apply to the authority for prior approval and additional land may be allotted by the authority as and when required, as per the decision of the authority.
<b>2. Minimum Eligibility Criteria</b>		
2.1	Eligible Bidders	
2.2	Joint Venture / Consortium	To be allowed
2.3	Minimum Eligibility – Technical Capacity	
2.4	Minimum Eligibility – Financial Capacity	The Bidder shall have a minimum Net Worth (the “Financial Capacity”) of Rs. ____ Crore (Rupees ____ only) at the close of the preceding financial year. OR The Bidder shall have a minimum average annual turnover of Rs. ____Crore (Rupees ____ Crore only) in the last three financial years.
<b>3. Technical and Financial Evaluation</b>		
3.1	Technical Evaluation	Illustrative Parameters can be: Construction Experience of Firm, O&M Experience of Firm, Human Resource Requirement, A&M Presentation and Work Plan

Sn.	Item	Description
3.2	Financial Bid	<p><b>The interested bidders to submit price bids for following components:</b></p> <p><b>Part 1: Price Bid for Construction</b> (to be paid by the Authority)</p> <p><b>Part 2: Total Annual Fee</b> (to be paid by the TEDMA) for the total duration of the operations and management.</p> <p>NOTE: Annual fee to be paid by the TEDMA, may be subject to 5% escalation every year</p> <p>For the purpose of financial evaluation '<b>Bid Value</b>' shall be calculated as: <b>Price Bid (Part 1) – Total Annual Fee (Part 2)</b></p>
3.3	Evaluation of preferred bidder	<p><b>Stage 1:</b> The firms meeting the minimum score during the Technical evaluation, shall be shortlisted as '<b>Technically Qualified</b>' agencies.</p> <p><b>Stage 2:</b> Financial Bid for the '<b>Technically Qualified</b>' bidders shall be opened and <b>Lowest Bidder (L1)</b> shall be the <b>preferred bidder with lowest bid value.</b></p>
<b>4. Bid Conditions</b>		
4.1	Bid Validity	XX days from the Bid Due Date
4.2	Bid Security	INR ____ or ____% of the Quoted Contract Price, whichever is higher
4.3	Performance Security	<ul style="list-style-type: none"> <li>Part 1: INR ____ or ____% of the Proposed Project Cost, whichever is higher.</li> <li>Part 2: INR ____</li> </ul>
4.4	Retention Money	<ul style="list-style-type: none"> <li>10 % of Invoice amount will be retained which will be released on completion of work and release of Discharge certificate</li> </ul>
4.5	Liquidity Damages	<ul style="list-style-type: none"> <li>any delay in submission, will attract a penalty of 0.5 % of the total contract value per day and up to a maximum of 5 % of the contract value.</li> </ul>
<b>5. Roles and Responsibilities</b>		
5.1	Roles and Responsibilities of TEDMA	<p><b>Part 1 – Development and Construction of the Project</b></p> <ul style="list-style-type: none"> <li>Submit to the Authority detailed design, construction methodology, quality assurance procedures, and the procurement plan, engineering, and construction time schedule for completion of the Project in accordance with the Project Completion Schedule</li> <li>Drawings</li> <li>Prepare and submit Good for Construction (GFC) project drawings in conformity with the Scope of the Project, the technical Specifications and Standards, Applicable Laws and Good Industry Practice in such sequence as is consistent with the Project Completion Schedule</li> </ul>

Sn.	Item	Description
		<ul style="list-style-type: none"> <li>• Any deviation/ modification required for the drawing as per site condition, contractor must submit the drawing and get the approval from the Client before executing the work.</li> <li>• Furnish to the Authority a complete set of as-built Drawings,</li> <li>• Undertake the Mandatory Development Obligations</li> <li>• Penalties for delays</li> <li>• If the Development Works pertaining to the Mandatory Development Obligation is not completed within 30 (thirty) days from the Scheduled Completion Date, unless the delay is on account of reasons solely attributable to the Authority or due to Force Majeure, the Authority shall be entitled to Terminate this Agreement.</li> <li>• Furnish to the Authority a monthly report on progress of the Development Works</li> <li>• Submit monthly bills of the value of the work completed less the cumulative amount paid previously.</li> <li>• Request to issue a Certificate of Completion of the Works</li> </ul> <p><b>Part 2 – Operations and Maintenance of the Project – Technical services, Equipment O&amp;M, Human Resources, Annual Maintenance, Marketing, Sales, Revenue Collection, etc.</b></p> <ul style="list-style-type: none"> <li>• Procure, provide, install, operate, maintain all equipment, furniture and/or fixtures not provided by the Authority within the Project Site (including, but not limited to, furniture, furnishings and items related to O&amp;M such as kitchen equipment, or luggage scanner, etc.), but which may be required for implementation of Scope of Work of the Operator. Any intervention required to successfully operationalise and manage the proposed experience and not funded through the Swadesh Darshan Scheme shall be the responsibility of the TEDMA to fund, deploy and operationalise.</li> <li>• Promptly commence operations upon the Project Site, including the Project Facilities and Services.</li> <li>• Make efforts to maximise tourists handled to achieve optimal utilization of the Project Facilities and Services.</li> <li>• Ensure that the Project Facilities and Services shall adhere to the Operations and Maintenance Standards, Performance Standards and Safety Standards and there is safe, smooth, and uninterrupted flow of traffic normal operating conditions.</li> <li>• Make available all necessary financial, technical, technological, managerial, and other resources for operation, maintenance, repair and replacement of the Project Facilities and Services in a timely manner.</li> <li>• Ensure maintenance of proper and accurate record/data/accounts relating to operations of the Project Facilities and Services and the revenue earned therefrom.</li> </ul>



Sn.	Item	Description
		<ul style="list-style-type: none"> <li>• Obtain, maintain, and comply with Applicable Permits and comply with the Applicable Laws including those relating but not limited to safety, health, environment, and labour.</li> <li>• Implement standard operating procedures for all departments.</li> <li>• Undertake such commercial activities as are permitted and in the manner contemplated under the O&amp;M Agreement, Applicable Laws, and Applicable Permits, on Commercial Built-up Areas either itself or allot and grant the sub-license to any third party.</li> <li>• Collect user charges from ticketing sales, as well as from licensees of Commercial Built-up Area in the form of license fee, revenue share, security deposit, utility charges and any other form of service charges, parking revenue, advertisement rights, events, and commercial activities, etc.</li> <li>• Repair as necessary and maintain the Project Facilities and Services or any part thereof in accordance with the Scope of Work.</li> <li>• Make adequate security arrangements on the project premises.</li> <li>• Employ qualified and skilled personnel required to operate the Project Facilities and Services</li> <li>• Establish, maintain, and popularise a website dedicated to the project.</li> <li>• Marketing and Promotion – Make efforts to increase the number of international and domestic tourists.</li> <li>• Payment terms will be as per payment schedule (monthly, based on submission of approved bills)</li> </ul>
5.2	Role and Responsibilities of the Authority	<p><b>Development and Construction</b></p> <ul style="list-style-type: none"> <li>• Give possession of all parts of the Site to the Contractor.</li> <li>• Check the Contractor's bill and determine the value of the work executed which shall comprise of (i) value of the quantities of the items in the BOQ completed and (ii) valuation of Variations and Compensation Events.</li> <li>• Promptly grant approvals/ consents sought by the Operator.</li> <li>• Provide all the NOCs</li> <li>• Provide access to the Operator to all infrastructure facilities and utilities including water and electricity necessary for the implementation, operations and maintenance of the Project/ Project Facilities and Services</li> <li>• Make requisite payments as per contract.</li> <li>• Issue a Certificate of Completion of the Works upon deciding that the Work is completed.</li> </ul> <p><b>O&amp;M</b></p>

Sn.	Item	Description
		<ul style="list-style-type: none"> <li>Promptly grant approvals/ consents sought by the Operator. Assist in getting permits/licenses as required for successful O&amp;M of the project.</li> <li>Provide access to the Operator to all infrastructure facilities and utilities including water and electricity necessary for the implementation, operations and maintenance of the Project/ Project Facilities and Services</li> <li>Inspect project facilities and books of accounts.</li> <li>Recommend service levels and Key Performance Indicators to ensure service quality.</li> <li>Annual Performance Evaluation based on Key Performance Indicators provided in the RFP</li> </ul>
<b>6. Key Performance Indicators/ Service levels</b>		
6.1	Key Performance Indicators / Service Levels	Authority reserves the right to discuss the standard service level agreements with short listed Bidders. The detailed service level agreement for O&M will be signed at the contracting stage An illustration has been provided in <b>Annexure-B</b> .
6.2	Methodology for measuring and certifying the performance against the specified levels	The performance measurement shall be undertaken by following means: <b>(i) Self-verification and Record Keeping:</b> TEDMA to ensure updated recording of major KPI, service levels, maintenance rosters and checklist which should ideally be updated on centralised portal on daily basis. <b>(ii) Digital Measurement:</b> Measurement of key elements should be preferred through digital means wherever possible. <b>(iii) Independent Agency Verification:</b> Third part agency shall undertake periodic assessment and submit report to Authority for compliance with the service levels. TEDMA to provide Action Taken Report and also liable to penalties for non-fulfilling the service levels.
6.3	Penalties for not meeting the Service levels	Suitable penalties may be built in to ensure compliance of required service levels by the agency. The penalties shall include for non-compliance of minimum service levels, breach of maintenance obligations, closure of facility etc.
<b>7. Other Major Clauses</b>		
7.1	Conditions Precedent	
7.2	Project Account/ Escrow	
7.3	Change in Scope	
7.4	Change in Laws	

Sn.	Item	Description
7.5	Termination	
7.6	Other clauses	

### Illustrative Minimum Development Obligations

The TEDMA shall be required to provide a minimum of the following listed infrastructure:

No	ACTIVITIES	PARTICULARS	QUANTITY
1	Ethnic Hut	<ul style="list-style-type: none"> <li>• Performance area</li> <li>• Performance corridor</li> <li>• Corridor</li> <li>• Samarika (4 nos)</li> <li>• Hands on experience (3 nos)</li> <li>• Selfie platform (2 nos)</li> <li>• Sitting area</li> <li>• Ethnic clothing renting shop</li> </ul>	409.7 sq. m
2	Utility Building	<ul style="list-style-type: none"> <li>• Male washroom</li> <li>• Female washroom</li> <li>• Specially abled toilet</li> <li>• Janitor's closet</li> <li>• Drinking water</li> <li>• Entry corridor</li> </ul>	98.3 sq. m
3	Northeast Hut	<ul style="list-style-type: none"> <li>• Performance arena</li> <li>• Performance corridor</li> <li>• Corridor</li> <li>• Samarika (8 nos)</li> <li>• Ethnic clothing renting shop</li> <li>• Selfie point (2 nos)</li> <li>• Sitting area</li> </ul>	409.7 sq. m
4	India Cluster	<ul style="list-style-type: none"> <li>• Samarika (17 nos)</li> <li>• Male green room</li> <li>• Female green room</li> <li>• Corridor</li> <li>• Open air theatre</li> <li>• Plaza</li> </ul>	551.6 sq. m
5	Accommodation	<p>Ground Floor (24 pax)</p> <ul style="list-style-type: none"> <li>• Reception</li> <li>• Storeroom</li> <li>• Stairs</li> <li>• Corridor</li> <li>• Male dormitory</li> <li>• Male washroom</li> <li>• Specially abled male washroom</li> <li>• Male lobby</li> <li>• Female dormitory</li> <li>• Female washroom</li> <li>• Specially abled female washroom</li> <li>• Female lobby</li> </ul> <p>First floor (24 pax)</p> <ul style="list-style-type: none"> <li>• Corridor</li> <li>• Male dormitory</li> <li>• Male washroom</li> <li>• Male lobby</li> <li>• Female dormitory</li> <li>• Female washroom</li> <li>• Female lobby</li> </ul>	907.2 sq. m

6	Restaurant	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Storage</li> <li>• Pantry</li> <li>• Male toilet</li> <li>• Female toilet</li> <li>• Specially abled toilet</li> <li>• Janitor's closet</li> <li>• Dining area</li> <li>• Corridor</li> </ul>	901.6 sq. m
7	Arrival area	<ul style="list-style-type: none"> <li>• Guard Booth 1</li> <li>• Arrival area</li> <li>• Guard Booth 2</li> <li>• Ticketing counter</li> <li>• ATM</li> <li>• Exit Gate</li> </ul>	132 sq. m
8	Admin Block	<ul style="list-style-type: none"> <li>• Office 1</li> <li>• Office 2</li> <li>• Workstation</li> <li>• Pantry</li> <li>• Male washroom</li> <li>• Female washroom</li> </ul>	88 sq.m
9	Guard room	<ul style="list-style-type: none"> <li>• Service entry</li> </ul>	10.7 sq.m
10	Art trails	<ul style="list-style-type: none"> <li>• Pathway connecting the cluster.</li> <li>• Floral plantation on the side of the pathway</li> <li>• Street furniture</li> <li>• Lighting</li> </ul>	8092.93 sq.m
11	Flora Fantasy zone	<ul style="list-style-type: none"> <li>• Orchid garden &amp; Butterfly Park</li> <li>• Floral pathway</li> <li>• Mindfulness prompts</li> <li>• Foot reflexology (Acupressure walkway)</li> <li>• Shoe rack</li> </ul>	
12	Kids play area	<ul style="list-style-type: none"> <li>• Paint rocks</li> <li>• Trampoline</li> <li>• Sand pits</li> <li>• Swings</li> <li>• Bhool Bhulaiya</li> <li>• Rides &amp; slides</li> </ul>	
13	Amenities	<ul style="list-style-type: none"> <li>• Information integrated Q.R. codes</li> <li>• Signage</li> <li>• Street furniture</li> <li>• Dustbins</li> <li>• CCTV</li> </ul>	
	<b>Total</b>		11601.73 2.87 Acres

## Illustrative Service Levels

Parameter	Benchmark / Frequency
Timely payment of Annual Concession Fee	Beginning of every year
Number of National / International Events Organized	Minimum ___ events every ___ months
Resolution of Customer Complaints or action on customer feedback	Within 7 days of complaint
Project Website uptime for online booking, project details	90%
Painting, whitewashing of facility	Every 3 years
General upkeep and cleanliness	At all times
Incident response time (accidents, firefighting, emergencies, etc.)	Within 15 minutes
Submission of reports to Authority	Within Specified timelines (monthly/quarterly)
Sale of entry tickets	Minimum ___ per month
Advertisement in Print and Electronic media	Minimum 1 per month in each
Maintenance of books of account for the project	At all times
Maintenance of Insurance policies for the project facilities	At all times
Compliance with timely payment to the staff	Monthly
Showcasing the décor and lifestyle of tribes	At all times
Employment of locals in O&M	___% of the workforce
Establishing and maintaining souvenir shop(s) stocked with handicrafts of Sikkim / NE	At all times
Use of Authority logo in printed literature, tickets, signboards, website, etc.	At all times
Disposal of waste in an environmentally friendly manner as per local urban rules	At all times

Compliance with labour laws and other applicable laws / permits	At all times
Compliance with necessary F&B licences / permits	At all times
Cleanliness of toilet blocks	At all times
Dissemination of information through signboards, Audio-visual aids, website, and helpdesk in the premises	At all times
Operation and Maintenance of equipment as per OEM guidelines	At all times