

Government of India  
Ministry of Tourism  
(Swadesh Darshan Division)

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

**F.No. SD-8/3/2022-SD**


**Dated:** 13.06.2023

**Office Memorandum**

**Subject:** Template for Weekly Progress Report by Project Development & Management Consultant (PDMC).

The Ministry of Tourism has notified 45 destinations in 23 States/UTs and PDMCs have been selected for each of the respective State/UT.

2. In this regard, in order to monitor the progress of work undertaken at each destination by the PDMC, a template for 'Weekly Progress Report' has been prepared (copy enclosed). As per the instructions given in Section 1, Part A of the template; the template after filling relevant information should be submitted by each PDMC every Monday to all concerned.
3. All the PDMCs are requested to comply with the same.
4. This issues with approval of the Competent Authority.

  
(Uttank Joshi)  
Asstt. DG (SD)

Encl:- As Above

To,  
Selected PDMCs from M/s. Deloitte Touche Tohmatsu India LLP JV IBI Group India Pvt Ltd, M/s. Egis India Consulting Engineers Pvt Ltd., M/s. INI Design Studio Pvt Ltd., M/s. IPE Global Ltd., M/s. L&T Infra Engineering JV PwC, M/s. Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd, M/s. WAPCOS Ltd.

Copy to:-

- (i). The Addl. CS/Principal Secretary/Secretary/ State Mission Director for SD 2.0 Department of Tourism, State Government/ UT Administrations of Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh UT, Goa, Gujarat, Karnataka, Kerala, Ladakh UT, Madhya Pradesh,

Meghalaya, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Puducherry UT.

(ii). All Regional Directors of the Ministry of Tourism

India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati

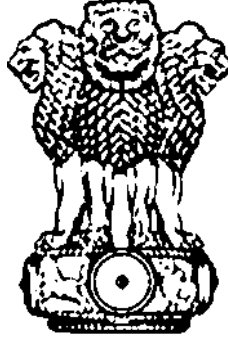
(ii). District Collectors of districts of YSR Kadapa, Alluri Sitharama Raju, Lower Dibang Valley, Shi Yomi, Jorhat, Kokrajhar, Gaya, Nalanda, North Goa, South Goa, Kachchh, Devbhumi Dwarka, Vijayanagara, Mysuru, Kottayam, Kozhikode, Gwalior, Satna, East Khasi Hills, Aizawl, Champhai, Niuland, Chumoukedima, Amritsar, Kapurthala, Bundi, Jodhpur, Gangtok, Gyalshing, Chengalpattu, The Nilgiris, Yadadri Bhuvanagir, Vikarabad, West Tripura, Unakoti, Prayagraj, Sitapur, Pithoragarh, Champawat, Chandigarh, Puducherry, Karaikal, Leh, Kargil.

(iv). MoT Managers/Assistant Managers at the respective State/UT

(v) NPMU (Swadesh Darshan Scheme)

**Swadesh Darshan 2.0**  
**<Name of the Destination>**

**Template for**  
**Weekly Progress Report by PDMC**



**सत्यमेव जयते**

**June 2023**

**Ministry of Tourism**  
**Government of India**

## Weekly Progress Report by PDMC

### PART A: Basic Information

#### 1. Authorities to report

The report will be submitted every Monday to the following authorities (by email) till the dashboard is operational:

- (i) District Collector-cum-Chairman Destination Management Committee
- (ii) Mission Director, State Tourism Department
- (iii) Mission Director, Ministry of Tourism
- (iv) With copies of email to SD Scheme NPMU, M/s. E&Y, Regional Directors, India Tourism Officers and State Managers/Assistant Managers, MOT

#### 2. Basic Particular

<b>State / UT</b>	
<b>Destination</b>	
<b>State Implementing Agency</b>	
<b>PDMC</b>	
<b>Date of Agreement</b>	
<b>Date of Submission of Report</b>	

### PART B: Destination Planning and Development

#### 3. Progress on Key Deliverables

	Inception Report	Master Plan, Strategy and Action Plan (Iteration1)	DPR (Package1)
<b>Due date for completion as per agreement</b>			
<b>Status</b> ( <i>On track/ Delayed/ Closed</i> )			
<b>Expected Date of Completion</b>			

#### 4. Deliverable Checklist and Tracker

##### 4.1. Inception Report

Sn	Milestone/ Activities	Specific tasks which have been completed
1	Reconnaissance Survey	a. Task 1 b. Task 2
2	Inception Meetings	
3	Data Collection & Primary survey Methodology	
4	Stakeholder Identification	
5	Destination Delineation	
6	Other activity undertaken (if any)	
7	Report Submission	

##### 4.2. Master Plan, Strategy and Action Plan

Sn	Milestone/ Activities	Specific tasks which have been completed
1	As-is Assessment (Refer Sections 2 - 4 of the Template)	
2	Stakeholder Consultations (Refer Sub-Section 4.12 of the Template)	
3	Destination Vision (Refer Section 5 of the Template)	
4	Proposed Strategy & Action Plan (Refer Section 6 of the Template)	
5	O&M Plan (Refer Section 7 of the Template)	
6	Submission of Iteration-1	
7	Submission of Iteration-2	
8	Submission of Iteration-3	
9	Submission of Iteration-4	
10	3D Walkthrough and renderings (For approved spatial interventions)	

Sn	Milestone/ Activities	<i>Specific tasks which have been completed</i>
11	GIS Database Creation <i>(For Final Destination Study Area &amp; Approved Spatial interventions)</i>	

#### 4.3. Detailed Project Report

Sn	Milestone/ Activities	<i>Specific tasks which have been completed</i>
1	Conducting necessary surveys & investigations	
2	Assistance in Procuring necessary clearances	
3	Preparation of tender design, drawings & BOQ	
4	Review of Project Readiness and perceived Risks for the proposed Interventions	
5	Preparation of detailed Implementation Framework	
6	<i>Indicate any other activities undertaken</i>	
7	Submission of DPR	

### Part C: Destination Promotion and Management Activities

#### 5. Operational Support to Destination Management Committee (DMC)

- 5.1. Destination Management Committee (DMC) is the primary body responsible for planning, developing and managing various activities at the tourist destination.
- 5.2. PDMC through two dedicated Project Coordinators (Destination Personnel) and Project Manager will support DMC in providing guidance for planning, development and management of the destination by engaging with public and private sector stakeholders.
- 5.3. Regular meetings of the DMC/ Chairperson, DMC (at least fortnightly) will be crucial.
- 5.4. Report regarding operationalization of DMCs

Sn	Meetings held during the past week	Activities supported by DMC
1		
2		

## 6. Destination Promotion and Management Activities

### 6.1. Destination Marketing and Promotion

S no	Identified Activities	Action Taken during the week
1.	Promotion through Social Media handles of destination, state and incredible India	
2.	Promotion through website and app for the destination, state and incredible India	
3.	Listing of fairs and festivals on Utsav portal	
4.	Destination logo and tagline	
5.	Influencers and bloggers	
6.	Fam Trips	
7.	Local celebrity and Diaspora	
8.	Destination Photography Competition	
9.	Public Art and Street Art	
10.	Others	

### 6.2. Skilling, Capacity Building and Community Engagement

Sno	Identified Activities	Action Taken during the week
1.	Undertaking Skilling under Capacity Building for Service Providers Scheme (Skilling local youth for new jobs, Upskilling of existing manpower Behavioural training to tourist touch points and service providers)	

Sno	Identified Activities	Action Taken during the week
2.	Skilling of Guides under the IITFC Program	
3.	Short term training program for Local guides/ Volunteers/ Interns (Less than 4 weeks training)	
4.	Capacity Building of Street Food Vendors for food safety and hygiene practices	
5.	Local Souvenir Design Competition / Development and Market Linkage Support	
6.	Curating and implementing guided tours (Nature, City, shopping, Food, Night etc.)	
7.	Engagement with Yuva Tourism Club	
8.	Engagement with other community-based organizations and NGOs	
9.	Engagement with local Universities and other Institutions	
10.	Others	

### 6.3. Digitalization, IT and Innovation

Sno	Identified Activities	Action taken during the week
1.	100% digitization of the destination profile, attractions, accommodation units and tour operators etc. on NIDHI + platform	
2.	Feedback, Rating and Grievance Redressal System on NIDHI plus	



Sno	Identified Activities	Action taken during the week
3.	Setting up of Paryatak Seva Kendra in partnership with CSC SPV	
4.	Tourism Data Collection and Online Dashboard	
5.	Destination Visitor Management System	
6.	Others	

#### 6.4. Investment Promotion

Sno	Identified Activities	Action Taken during the week
1.	Identification of opportunities for investment in tourism and hospitality and public private partnership	
2.	Documentation of the opportunities	
3.	Investor conferences and meetings	
4.	Others	

#### 6.5. Promoting Sustainable and responsible practices

Sno	Identified Activities	Action Taken during the week
1.	Swachhata drives at tourist attractions	
2.	Plastic Free Tourist Destination Campaign	
3.	Promoting STCI Certification amongst Tourism Service Providers Campaign	
4.	Others	

## Part D: Deployment of Resources

### 7. Resources Tracker

Sn	Role & Name	Activities undertaken during the week	Estimated man-days
1	Team Leader		
2	Project Manager		Full time
3	Tourism Product & Planning Expert		
4	Invest & PPP Expert		
5	Destination Marketing & Promotion Expert		
6	IT / Digitisation Expert		
7	Skilling & Capacity Development Expert		
8	Destination Coordinator 1		Full time
9	Destination Coordinator 2		Full time

### 8. Travel Tracker

Authorized/ Approved Travel of PDMC team members by State Mission Director (SMD) or National Mission Director. Overall travel expenses have to be maintained as per prevalent industry practices (say 10% of the professional fee).

*Details of travel undertaken during the period to be reported in below format:*

Sn	Purpose of Travel	Travel Duration <i>(Provide dates when travel is being undertaken)</i>	Authorization/ Approval given by SMD/MoT and Date of Approval	Team Members	Output of travel undertaken

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