

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi

File No. SD-8/15/2020

Date 09.01.2023

Office Memorandum

**Subject: Tripartite MOU between the Ministry of Tourism - State Government/
UT Administration and Destination Management Committee**

Reference is invited to Ministry of Tourism's Office Memorandum No. SD-08/15/2020 dated 19.04.2022 vide which the guidelines for 'Swadesh Darshan 2.0' of the Ministry of Tourism were circulated and are also available on the website of the Ministry of Tourism www.tourism.gov.in.

2. Further reference is invited to the MoT OM no SD-8/15/2020 dated 04.01.2023 and OM no. SD-8/15/2020 Part(1) dated 09.01.2023 vide which the list of destinations approved for development under the SD2.0 scheme were notified (copies enclosed).

3. In this connection, the Ministry of Tourism has decided that a tripartite MOU will be signed between the Ministry of Tourism, Tourism Department of State Government/ UT Administration and the Destination Management Committee (DMC) chaired by District Collector/District Magistrate. Copy of the MOU is enclosed for your perusal.

4. In this connection, I am directed to request the MOU for the destinations selected for the respective States/UTs as conveyed vide OMs referred in para 2 above, may kindly be signed by the State/UT Tourism Departments and the DCs/DMs of the respective districts and returned to the Ministry of Tourism. This exercise may kindly be completed by 16.01.2023 (Monday).


(Uttank Joshi)

Asstt. Director General

Encl: - As Above

To

- (i) The Addl. CS/ Principal Secretary/ Secretary,
Department of Tourism,
State Government/ UT Administration of
Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh (UT), Goa,
Gujarat, Karnataka, Kerala, Ladakh (UT), Lakshadweep (UT), Nagaland,
Meghalaya, Mizoram, Puducherry (UT), Punjab, Rajasthan, Tamil Nadu,
Tripura, Madhya Pradesh, Haryana, Telangana, Maharashtra and Uttar Pradesh

- (ii) The District Collector/ District Magistrate of the concerned districts

Copy for information and co-ordination to:-

- (i) The Regional Directors (India Tourism, Mumbai, Delhi, Kolkata, Chennai, Guwahati)
- (ii) M/s EY, (NPMU Swadesh Darshan scheme)

Memorandum of Understanding between Ministry of Tourism, Government of India, Department of Tourism, Government of [Name of State/UT] and Destination Management Committee of [Name of Destination]

This Memorandum of Understanding ("MoU") entered into on the _____ day of ----- of Year 2022 ("Effective Date").

BETWEEN

Ministry of Tourism, Govt. of India having office at Transport Bhawan, Parliament Street, New Delhi - 110001 (hereinafter referred to "MoT") represented by Shri _____ Additional Secretary, Ministry of Tourism (which expression shall, where the context so admits, be deemed to include its successors, executors, and administrators) of the ONE PART.

AND

Department of Tourism, Government of [State/ UT] having its office at ____ (hereinafter referred to as "State/ UT") represented by _____, Administrative Secretary, Department of Tourism (which expression shall, where the context so admits, be deemed to include its successors, executors, and administrators) of the SECOND PART.

AND

Destination Management Committee [Name of the destination] having its office at ____ (hereinafter referred to as "Destination Management Committee - DMC") represented by District Collector, Government of [State/ UT] (which expression shall, where the context so admits, be deemed to include its successors, executors, and administrators) of the THIRD PART.

PREAMBLE

Whereas, tourism sector has huge potential for job creation, growth and development and holds strategic importance in the Indian economy;

And where, MoT has formulated central sector scheme namely Swadesh Darshan 2.0 to take holistic approach and develop sustainable and responsible tourist destinations with the mantra of 'vocal for local'.

And whereas, MoT and the [State/ UT] have jointly identified tourist destination of {Name of the Destination] for development under Swadesh Darshan 2.0;

And whereas, MoT, the [State/ UT] and the DMC have agreed to work together to develop the identified tourist destination of [name of the destination] as model sustainable and responsible tourist destination following a whole of Government approach bringing synergy and convergence amongst various Central and State programs and schemes for destination planning, development and management;

Now therefore, the Parties acknowledge and agree to the following:

1. GENERAL

- 1.1. The MoU sets out the general and broad-based intentions of all Parties for collaboration for the planning, development and management of [name of the destination] as model sustainable and responsible tourist destination under Swadesh Darshan 2.0 and other relevant schemes of Central and State Government.
- 1.2. The Parties will work towards integrated development of the identified destination covering tourism and allied sectors to develop tourism services, human capital development, destination management and promotion.
- 1.3. The Parties will promote policy and institutional reforms which may cover quality assurance, standardization, tourist safety, tourist experience and creating synergies in Central and State government schemes.
- 1.4. The Parties will encourage participation of stakeholders and civil society in general for development of the identified destination.

2. ROLE OF MINISTRY OF TOURISM

Without prejudice to the generality of clause 1, the Ministry of Tourism shall

- 2.1. Provide effective institutional and governance support for development of identified destinations as model sustainable and responsible tourist destination;
- 2.2. Provide guidance to the State regarding implementation of Swadesh Darshan 2.0 scheme;
- 2.3. Provide end-to-end support to states for project design, development, implementation, and management through Project Design and Management Consultant (PDMC);
- 2.4. Develop and provide support for data driven destination management and impact analysis to accelerate growth;
- 2.5. Develop and provide strategies and best practices for development of the destination including various niche areas of tourism.

3. ROLE OF STATE GOVERNMENT/ UT ADMINISTRATION

Without prejudice to the generality of clause 1, the State Government shall

- 3.1. Identify synergies with other schemes and programs of Central and State Government for implementation at the identified destinations particularly relating to human capital development, job creation, entrepreneurship, investment promotion, marketing, infrastructure development and other related areas;

- 3.2. Setup Destination Management Committee (DMC) under District Collector for destination planning, development and management of identified destination as model Sustainable and Responsible tourist destination;
- 3.3. Drive the key national priorities for development of tourist destinations namely sustainability, digitalization, skill development, tourism MSMEs and destination management by engaging with tourism and hospitality stakeholders
- 3.4. Enable effective monitoring of the scheme by updating progress of scheme on the central portal, submit timely progress reports, and information;
- 3.5. Collaborate to enable data driven destination management and impact analysis;
- 3.6. Encourage Private Sector Participation and Public Private Partnerships for developing the identified destinations;
- 3.7. Focus on targeted Operation and Maintenance (O&M) of the assets created under the scheme;
- 3.8. Accelerate adoption & implementation of strategies formulated by the Ministry on MICE, Medical & Wellness, Ecotourism, Adventure tourism, and other niche areas;
- 3.9. Encourage the tourism and hospitality stakeholders for digitalization and onboarding them on NIDHI plus platform.
- 3.10. Other related and ancillary role

4. ROLE OF DESTINATION MANAGEMENT COMMITTEE

Without prejudice to the generality of clause 1, the Destination Management Committee shall

- 4.1. Provide support as Destination Management Organization for the identified destination
- 4.2. Review the implementation of the scheme at the ground level, resolve the bottlenecks and create synergies amongst various departments and organizations during the project implementation
- 4.3. Improve the framework conditions for tourism at the destination, particularly health, hygiene, safety, civic infrastructure, overall quality maintenance of the destination;
- 4.4. Facilitate resolution of grievances of the tourists;
- 4.5. Promote destination branding, marketing, and promotion of the destination for domestic and international tourists;
- 4.6. Promote skill development and local entrepreneurship for various tourism services required at the destination;

- 4.7. Identify, encourage and facilitate private public partnership and private investments;
- 4.8. Promote data driven destination management, undertaking impact assessment and digitalization of the destination;
- 4.9. Other related and ancillary roles.

5. Tenure

This MoU shall come into force on the Effective Date and will be valid for a period of 5 (five) years from the Effective Date provided that the MoU may be further renewed, as mutually agreed in writing by both the Parties.

6. Amendment

No amendments to this MOU will be effective unless agreed to in writing by the Parties.

IN WITNESS WHEREOF, the Parties have set their respective hands on this Memorandum of Understanding at New Delhi on that day, month and year mentioned herein above.

For and on behalf of Ministry of Tourism Government of India	For and on behalf of Department of Tourism, Government of <State/UT >	For and on behalf of Destination Management Committee
Signature	Signature	Signature
Name	Name	Name
Designation	Designation	Designation

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

Transport Bhawan,
1, Parliament Street,
New Delhi

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

Date 09.01.2023

Office Memorandum

Subject: Destinations Selected under Swadesh Darshan 2.0

In continuation to the Ministry of Tourism's Office Memorandum No. SD-08/15/2020 dated 04.01.2023 vide which a list of 36 destinations from 19 States and UTs, approved for development under Swadesh Darshan 2.0 scheme was circulated, I am further directed to inform that the following destinations are also approved for development under the scheme:-

S.no	Name of State/UT	Approved Destinations
1.	Madhya Pradesh	Gwalior
2.	Haryana	Panchkula (Morni)
3.	Telangana	Bhongir
4.	Maharashtra	Sindhudurg
5.	Uttar Pradesh	Prayagraj

2. With the above, the total number of destinations approved for development under the scheme will rise to 41 across 24 States / UTs.
3. This issues with the approval of competent authority.


(Uttank Joshi)

Asstt. Director General

Encl:- As Above

P.To.

To

- (i) The Addl. CS/ Principal Secretary/ Secretary,
Department of Tourism,
State Government/ UT Administration of
Madhya Pradesh, Haryana, Telangana, Maharashtra & Uttar Pradesh
- (ii) The DCs/DMs, All Concerned Destinations

Copy to: -

- (i) All Regional Directors of the Ministry of Tourism
India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati
- (ii) NPMU (Swadesh Darshan Scheme)
- (iii) National Informatics Centre (NIC Cell) - Ministry of Tourism

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

Transport Bhawan,
1, Parliament Street,
New Delhi

File No. SD-8/15/2020

Date 04.01.2023

Office Memorandum

Subject: Destinations Selected under Swadesh Darshan 2.0 Scheme (SD2.0)

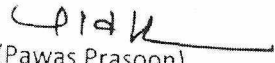
Reference is invited to Ministry of Tourism's Office Memorandum of even number dated 19.04.2022 regarding Swadesh Darshan 2.0 Guidelines.

2. In this connection, I am directed to inform that following 36 destinations from 19 States and Union Territory have been approved for development under Swadesh Darshan 2.0 Scheme.

S.no	Name of State/UT	Approved Destinations
1.	Andhra Pradesh	i. Gondikota ii. Araku-Lambasingi
2.	Arunachal Pradesh	i. Bomjir ii. Mechuka
3.	Assam	i. Jorhat ii. Kokrajhar (Manas)
4.	Bihar	i. Gaya ii. Nalanda
5.	Chandigarh (UT)	i. Chandigarh
6.	Goa	i. Porvorim ii. Colva
7.	Gujarat	i. Dholavira ii. Dwarka
8.	Karnataka	iii. Hampi iv. Mysuru
9.	Kerala	i. Kumarakom ii. Kozhikode (Beypore)
10.	Ladakh (UT)	i. Leh ii. Kargil

S.no	Name of State/UT	Approved Destinations
11.	Lakshadweep (UT)	i. Lakshadweep
12.	Nagaland	i. Niuland ii. Chumoukedima
13.	Meghalaya	i. Shillong ii. Sohra
14.	Mizoram	i. Aizawl ii. Champhai
15.	Puducherry (UT)	i. Puducherry i. Karaikal
16.	Punjab	i. Amritsar ii. Kapurthala
17.	Rajasthan	i. Bundi (Kesoripatan) ii. Jodhpur
18.	Tamil Nadu	i. Mamallapuram ii. The Nilgiris
19.	Tripura	i. Agartala ii. Unakoti

3. This issues with the approval of the competent authority.


(Pawas Prasoan)
Assistant Director

Encl: - As Above

To

The Addl. CS/ Principal Secretary/ Secretary,
Department of Tourism,
Government/ UT Administration of
Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh (UT), Goa, Gujarat,
Karnataka, Kerala, Ladakh (UT), Lakshadweep (UT), Nagaland, Meghalaya, Mizoram,
Puducherry (UT), Punjab, Rajasthan, Tamil Nadu, and Tripura

Copy to: -

- (i) Regional Director, India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati
- (ii) NPMU (Swadesh Darshan Scheme)
- (iii) National Informatics Centre (NIC Cell) - Ministry of Tourism