

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

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

**File No SD-8/15/2020-SD**

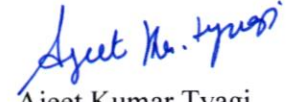
**Date 16.02.2024**

**Office Memorandum**

**Subject: Template for New End-to End Tourist Experiences under Swadesh Darshan 2.0**

Please find enclosed the Template for proposing new end-to-end tourist experiences in destinations under Swadesh Darshan 2.0 Scheme.

2. All the States/UTs and PDMC are requested to comply with the above.
3. This issues with the approval of the Competent Authority.

  
Ajeet Kumar Tyagi

Asst. Director (Swadesh Darshan)

Encl:- As Above

To,

(i). The Addl. CS/Principal Secretary/Secretary/ State Mission Director for SD 2.0 Department of Tourism and Head/MD of State Implementation Agency (SIA) of State Government/ UT Administrations of Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh UT, Goa, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Jharkhand, Ladakh UT, Lakshadweep UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Puducherry UT.

(ii). 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 India, M/s. Voyants Solutions Pvt Ltd JV IDC (Karnataka) Ltd, M/s. WAPCOS Ltd.

Copy to:-

- (i). All Regional Directors of the Ministry of Tourism  
India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati
- (ii). MoT Managers/Assistant Managers at the respective State/UT
- (iii). NPMU (Swadesh Darshan Scheme)

# Swadesh Darshan 2.0

**Name of Experience**

**Presentation to Mission Directorate  
for In Principle Approval of  
Experience**

**<Date>**

# Content

1. Project Type & Rationale
2. Improving Experience at Tourist Touchpoints
3. Benchmarking Assessment
4. Proposed Layout Plan
5. Proposal Renders (visualisations)
6. Potential Revenue Streams for Sustainable Operations & Management
7. Project Cost (Block Costing)

# 1. Project Type & Rationale

**Project Type:** *Pls specify whether the project is **area-based development** or **destination wide** ?*

A. If the project is **area-based intervention**:

- i. Importance: What is the relative importance of the attraction at the destination ?
- ii. Experience Theme: Culture & Heritage /Ecotourism /Adventure/Spiritual/others
- iii. Development Type: Brownfield / Green Field

B. If the proposed project is **destination wide intervention**, please select the type:

- i. Branding, Marketing & Promotion
- ii. Digital / IT Intervention (Destination Website/ App, Safety, Tourist Support etc.)
- iii. Skilling & Entrepreneurship Development
- iv. Sustainability Initiatives
- v. DMO Strengthening (Eg. Engagement of Experts, Agency to support DMO functioning)

# 1. Improving Experience at Tourist Touch Points

Sn	Tourist Touch Point	Applicable (Y/N)	Challenge identified	Proposed Solution
1	Information & Online Booking			
2	Arrival & Traffic Management			
3	Hawkers & Vending Zones			
4	On-Site Ticketing & Holding area			
5	Visitor Flow & Management			
6	Interpretation & Sensitisation			
7	Public Convenience			
8	Souvenir, Food & Beverage & other Retail			
9	Accommodation Facilities (if applicable)			
10	Cleanliness (Entire Premises)			
11	Security Arrangement			

**NOTE:** As part of the section present assessment of challenges and solutions proposed across the tourist touch points and any other aspect important to enable enhanced tourist experience. Each line item to be supported by 1 slide capturing visual representation of challenges and proposed solutions and any relevant implemented example (if any).

# 1. Improving Experience at Tourist Touch Points

*Reference slides from past projects*

1

Limited signages and wayfinding for tourists to guide them to nearest facilities

I wonder where this pathway leads to?

I need a bottle of water and hot cup of tea...where will I find one?

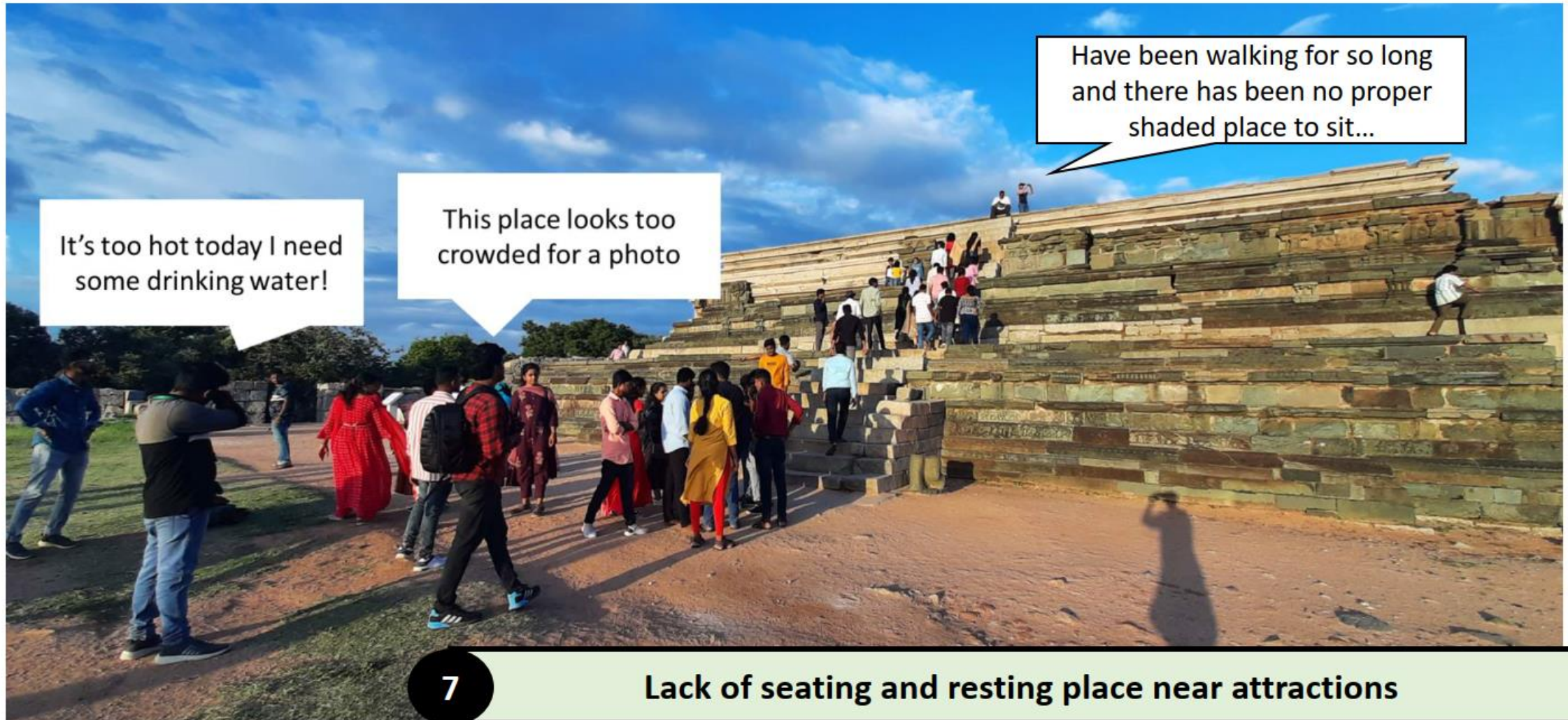
2

Limited quality options for food, beverage and snacks for tourists



# 1. Improving Experience at Tourist Touch Points

*Reference slides from past projects*



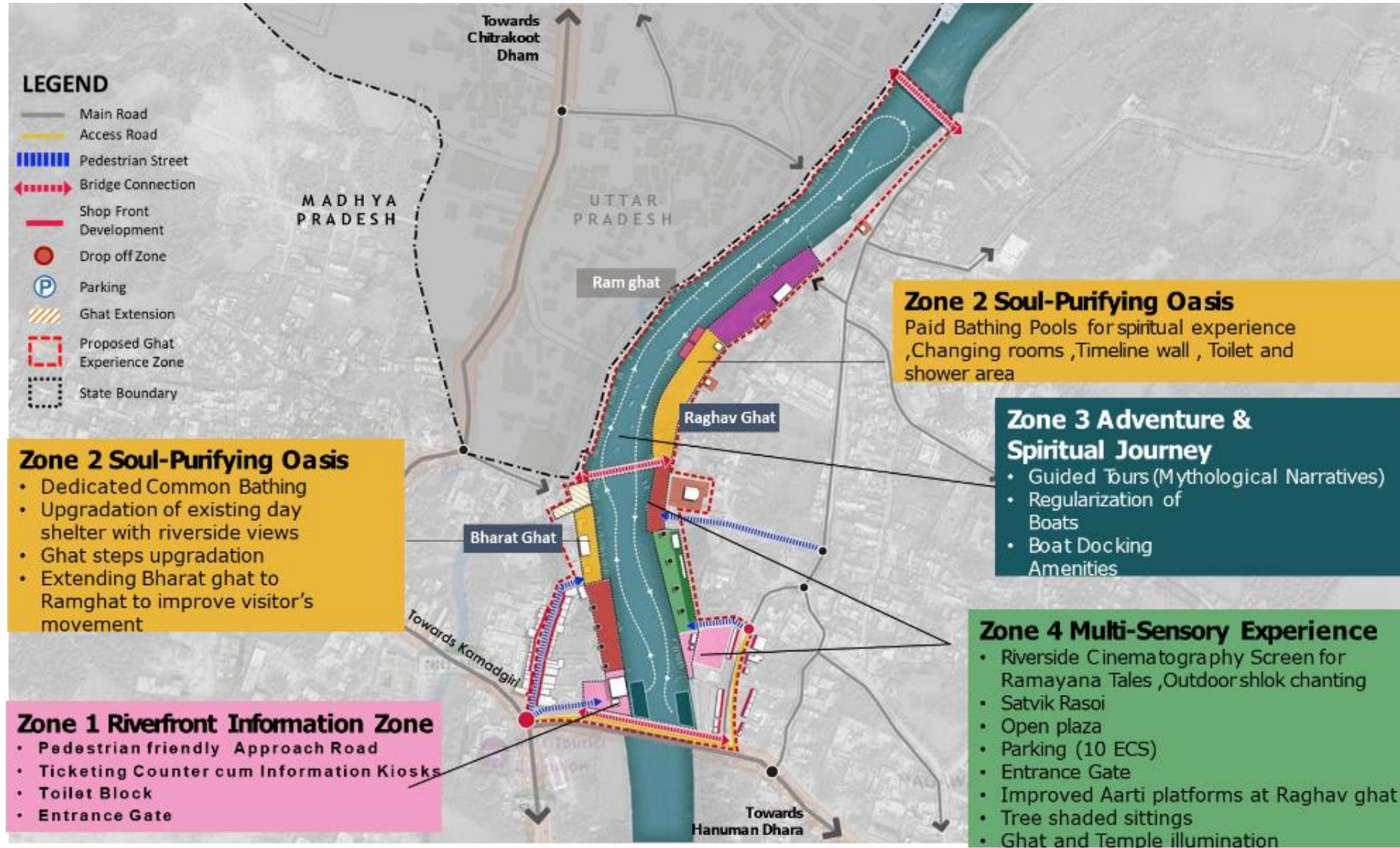


## 2. Benchmarking Assessment

***NOTE:** Slide to provide details of benchmarking undertaken drawing learnings and inspiration for the proposed interventions across the identified tourist touch points.*

# 3. Proposed Layout Plans

*NOTE: Slide showing the overall layouts of the experience highlighting visitor flow, zoning (if applicable) and proposed interventions*



### 3. Proposed Layout Plan



# 4. Proposal Renders (visualizations)

**NOTE:** Slides should provide visualisation of proposed interventions in sequence of proposed visitor flow. Images used for representation purpose needs to be clearly mentioned.



1 Tourist Interpretation Center



2 Pedestrian route development – Baija Taal



3 Hands on workshop at RACDC Center



4 Pedestrian route development – Italian Garden Road



# 4. Proposal Renders (visualizations)

## 1. Proposed Interventions – Interpretation Centre



# 4. Proposal Renders (visualizations)

## 3D VISUALS – ITALIAN GARDEN SHOPPING STREET VIEW



## 6. Potential Revenue Streams for Sustainable O&M

*The potential sources of revenue identified for the TEDMA in the proposed experience to be provided. Illustrative sources are listed below. Incorporate additional revenue sources as per applicability and potential.*

Sn		Applicable (Y/N)	Potential Annual Revenue Envisaged (in Rs Cr)
1	Advertising Rights		
2	Parking charges		
3	Ticketing- Interpretation Centre, tourist activities		
4	User charges for Toilets		
5	Rentals (Restaurant/Café/Food Kiosks/Shops etc.)		
6	Tent City/ Camping / Log huts etc.		
7	...		
8			
9			
10			
11			

## 7. Project Cost (Block Costing)

*Provide block costing of proposed interventions to be funded under the Swadesh Darshan scheme as per the illustrative list of Tourist Touch points mentioned below. GST, SIA Charges and/or other taxes to be shown as separate row items and not included with intervention cost*

Sn	Tourist Touchpoints	Proposed Intervention(s)	Cost ( in Rs. Lakhs)
1	Arrival and Parking and traffic management at arrival area		
2	On-Site Ticketing and holding area		
3	Interpretation Facility		
4	Seamless Visitor flow at Attractions		
5	Information, Signages and Way findings		
6	Public Conveniences		
7	Accommodation (if applicable)		



## 7. Project Cost (Block Costing)

Sn	Tourist Touchpoints	Proposed Intervention(s)	Cost ( in Rs. Lakhs)
8	Souvenir & Other Retail		
9	Food & Beverage		
...	<i>Any other</i>		
<b>Sub-Total</b>			
<b>GST (as applicable)</b>			
<b>Contingency (2%)</b>			
<b>SIA Charges (3%)</b>			
<b>Total</b>			