

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

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

**File No** SD-8/3/2022-SD-Part(1)

Date 31.07.2023

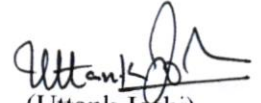
**Office Memorandum**

**Subject: Standard Operating Procedure (SOP) for PDMC Contract Management**

Reference is invited to the 11<sup>th</sup> Meeting of Mission Directorate of Swadesh Darshan 2.0 held under the chairmanship of Additional Secretary, Tourism on 11.07.2023. In the meeting, it was informed that Ministry has prepared SOP for PDMC Contract Management and draft of the same was discussed.

2. In this regard, the SOP regarding various aspects of the PDMC Contract Management for uniformity and consistency across States and UTs is now approved by the competent authority and is enclosed for kind perusal.

3. All concerned are requested to comply with the SOPs.

  
(Uttank Joshi)

Asst. Director General

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 all State Governments/ UT Administrations where SD2.0 destinations are selected.

(ii) District Collectors / Destination Management Committees (DMCs) of all concerned districts where SD2.0 destinations are selected.

(iii) PDMCs selected for destinations identified under SD2.0 scheme  
(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) All Regional Directors of the Ministry of Tourism  
(India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati)
- (ii). Managers/Assistant Managers of the Ministry of Tourism in respective State/UT with a request to follow up.
- (iii) NPMU (Swadesh Darshan Scheme)

**Swadesh Darshan 2.0**  
**Standard Operating Procedure**  
*for*  
**PDMC Contract Management**



**July 2023**

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

# Standard Operating Procedure for PDMC Contract Management

## Contents

<b>1. CONSTITUTION OF CONSULTANCY MONITORING COMMITTEE .....</b>	<b>3</b>
<b>2. SUBMISSION OF PROGRESS REPORTS AND DELIVERABLES BY PDMC.....</b>	<b>3</b>
<b>3. CMC MEETINGS .....</b>	<b>3</b>
<b>4. MECHANISM FOR APPROVAL OF MONTHLY PROGRESS REPORTS AND PROJECT DELIVERABLES .....</b>	<b>3</b>
4.1 GENERAL .....	3
4.2 REVIEW AND APPROVAL OF MONTHLY PROGRESS REPORTS .....	4
4.3 REVIEW AND APPROVAL OF MASTER PLAN, STRATEGY AND ACTION PLAN .....	4
4.4 APPROVAL OF DETAILED PROJECT REPORTS .....	5
<b>5. APPROVAL OF PDMC TRAVEL REIMBURSEMENT .....</b>	<b>5</b>
<b>6. APPROVAL OF REQUESTS FOR REPLACEMENT OF PDMC PERSONNEL.....</b>	<b>6</b>
<b>7. ANNEXURE-A .....</b>	<b>8</b>
<b>8. ANNEXURE-B .....</b>	<b>11</b>

## Standard Operating Procedure for PDMC Contract Management

### 1. Constitution of Consultancy Monitoring Committee

As per the PDMC Agreement Clause 5.5, a consultancy monitoring committee shall be constituted to monitor and review the work of PDMC. The State/UT shall constitute Consultancy Monitoring Committee (CMC) comprising of the following members:

- |        |   |             |
|--------|---|-------------|
| (i).   | State/UT Mission Director for SD 2.0  | Chairperson |
| (ii).  | Head of State/UT Implementation Agency  | Member      |
| (iii). | Respective District Collector cum Chairperson of Destination Management Committee (DMC) of the Notified Destination(s) under Swadesh Darshan 2.0 (SD) | Member      |
| (iv).  | Representative from Ministry of Tourism   | Member      |

### 2. Submission of progress reports and deliverables by PDMC

The PDMC shall submit the progress reports weekly and deliverables as per the agreement to Destination Management Committee (DMC), State/UT Implementation Agency (SIA) and Ministry of Tourism through online portal.

The progress report for the last week of the month shall provide details for the entire month and shall be treated as monthly progress report for the purpose of approval of release of payment as per Annex 4 (Payment Schedule) of the PDMC Agreement.

### 3. CMC Meetings

The CMC shall hold at least one meeting every month to review progress reports and deliverables and other issues related to PDMC engagement. The proceedings of the review meeting shall be uploaded on SD 2.0 portal.

### 4. Mechanism for Approval of Monthly Progress Reports and Project Deliverables

#### 4.1 General

- (i). The CMC shall undertake the review of progress reports and project deliverables as per the templates and checklists prescribed by the Ministry of Tourism from time to time.
- (ii). The Ministry of Tourism shall also undertake periodic review of the work of PDMCs and will provide observations on the progress of work, scope and quality.
- (iii). The CMC shall take into consideration the observations made by the Ministry of Tourism, if any regarding the progress report and project deliverables.

#### 4.2 Review and Approval of Monthly Progress Reports

The CMC shall review the works undertaken by the PDMC based on the weekly and monthly progress report submitted as per the following:

- (i). Deployment of Key Personnel and Destination Personnel and their due involvement as per ToR.
- (ii). Progress on Deliverables as per PDMC Agreement timeline and Scope of Work.
- (iii). Operational support for Destination Management Committee
- (iv). Implementation of Destination Development Activities for Destination Marketing and Promotion, Skilling, Capacity Building & Community Engagement, Digitalization, Investment Promotion and Sustainability related.
- (v). Non-deployment of the full-time resources by the PDMC shall lead to deduction in monthly payment (as per Annex-4 Clause D2 (v) of the PDMC Agreement) and shall be calculated as given below:

Full Time Resource	Case 1: 2 Destinations/ State	Case 2: 1 Destinations/ State
Project Manager	33%	50%
Project Coordinator (2 per destination)	17% per coordinator	25% per coordinator

- (vi). The CMC shall approve the monthly progress report.

#### 4.3 Review and Approval of Master Plan, Strategy and Action Plan

The approval for Master Plan, Strategy and Action Plan (4 Iterations) shall be undertaken as below:

- (i). The Report shall be submitted to Ministry of Tourism by the SIA after review by the CMC.
- (ii). In-Principle Approval by Mission Directorate (MD) as per Clause 4.6 of the SD 2.0 Scheme guidelines shall be undertaken as below:
  - (a) The Master Plan, Strategy and Action Plan Iteration shall be apprised by the MD and PDMC shall make a presentation on the report.

- (b) The SIA shall submit revised report to the Ministry based on observation made by MD (if any).
- (c) The proposed interventions in the Master Plan which are given In-principle approval by the MD shall be taken up for preparation of DPR.

#### **4.4 Approval of Detailed Project Reports**

The approval of Detailed Project Report (4 Packages) as per Clause 4.8 of the SD 2.0 Scheme guidelines shall be undertaken as below:

- (i). The Report shall be submitted to Ministry of Tourism by the SIA after review by the CMC.
- (ii). The DPR shall be reviewed by the MD and PDMC shall make a presentation on the report.
- (iii). The MD shall recommend the DPR for approval to the Central Sanctioning and Monitoring Committee (CSMC)
- (iv). The PDMC shall make presentation to the CSMC incorporating recommendation from MD (if any).
- (v). In case the CSMC imposes any changes in the DPR, while approving the project, the SIA shall submit the revised final DPR.
- (vi). Subsequent to the receipt of Final DPR, the Ministry shall release the sanction order for the project

#### **5. Approval of PDMC Travel Reimbursement**

The process for approval of the PDMC Travel Reimbursement as per Agreement Clause 6.2 and Annex-1 Terms of Reference shall be as below:

- (i). PDMC shall provide details of authorized travel undertaken (if any) during the week by key and/or destination personnel, as per format in the Progress Report.
- (ii). **Submission of Travel Claim by PDMC:**
  - (a) PDMC shall submit the invoice and expenditure statement on monthly basis to the respective SIA along with supporting bills/vouchers/tickets.
  - (b) The overall travel expenses have to be maintained within 10% of the professional fee.

**(iii). Approval of Travel Reimbursement:**

The SIA shall certify and release the reimbursement as per the checklist below:

- (a) The travel undertaken by the Key and/ or Destination Personnel is duly authorized/ approved by the DMC or State MD or National MD.
- (b) The details of the travel furnished by PDMC includes the Travel duration (dates), purpose of travel, PDMC team members undertaking travel.
- (c) Outcome of the travel undertaken by the PDMC team personnel.
- (d) The SIA shall review the submitted expenditure statement along with the bills supporting the actual expenditure by the PDMC. Based on review the State shall approve the valid expenditure as per Entitlement of an Under Secretary level officer of the Government of India.
- (e) The entitlement can be checked from Dept of Expenditure, Ministry of Finance OM No 19030/1/2017- E.IV dated 13th July 2017 Annexure, 2. Entitlements for Journeys on Tour or Training. Under Secretary entitlement shall be as per the Pay Level in Pay Matrix – 11 and the payment shall be processed accordingly. A copy is attached as '**Annexure A**'.

**6. Approval of requests for replacement of PDMC Personnel**

The process for reviewing the requests for replacement of key or destination personnel shall be as follows:

**(i). Replacement request by PDMC**

PDMC shall submit request for replacement, if any, in respect of key and destination personnel along with personnel's CV (as per format given in Annex 6 of PDMC Agreement) to the respective State/UT with copy to Ministry of Tourism citing reasons for replacement.

**(ii). Substitution Request by Ministry/ SIA**

The Ministry/ SIA may also recommend replacement in case performance of any resource is found to be unsatisfactory.

**(iii). Review and Approval by CMC**

The CMC will review the request for replacement as per the PDMC Agreement Clause 4.3 and 4.4 including relevant experience and educational qualification as



detailed in RFP Clause 3.1 (**Annexure B**) and thereafter consider suitability of the replacement proposed by the PDMC.

The CMC shall ensure that in case of team leader, he/she deposes at least 25% of the time per month for the State.

- (iv). **Intimation to MoT:** The SIA shall intimate Ministry regarding any replacement approved by the CMC.

\*\*\*\*\*

## 7. Annexure-A

### Relevant Extract of Dept of Expenditure, Ministry of Finance OM No 19030/1/2017- E.IV dated 13th July 2017 Annexure, 2. Entitlements for Journeys on Tour or Training

NO.19030/1/2017-E.IV  
Government of India  
Ministry of Finance  
Department of Expenditure

New Delhi, the 13<sup>th</sup> July 2017

#### **OFFICE MEMORANDUM**

**Subject: Travelling Allowance Rules - Implementation of the Seventh Central Pay Commission.**

Consequent upon the decisions taken by the Government on the recommendations of the Seventh Central Pay Commission relating to Travelling Allowance entitlements to civilian employees of Central Government, President is pleased to decide the revision in the rates of Travelling Allowance as set out in the Annexure to this Office Memorandum.

2. The 'Pay Level'<sup>1</sup> for determining the TA/DA entitlement is as indicated in Central Civil Service (Revised Pay) Rules 2016.

3. The term 'Pay in the Level' for the purpose of these orders refer to Basic Pay drawn in appropriate Pay level in the Pay Matrix as defined in Rule 3(8) of Central Civil Services (Revised Pay) Rules, 2016 and does not include Non-Practising Allowance (NPA), Military Service Pay (MSP) or any other type of pay like special pay, etc

4. However, if the Travelling Allowance entitlements in terms of the revised entitlements now prescribed result in a lowering of the existing entitlements in the case of any individual, groups or classes of employees, the entitlements, particularly in respect of mode of travel, class of accommodation, etc., shall not be lowered. They will instead continue to be governed by the earlier orders on the subject till such time as they become eligible, in the normal course, for the higher entitlements.

5. The claims submitted in respect of journey made on or after 1<sup>st</sup> July, 2017, may be regulated in accordance with these orders. In respect of journeys performed prior to 1<sup>st</sup> July, 2017, the claims may be regulated in accordance with the previous orders dated 23.09.2008

6. It may be noted that no additional funds will be provided on account of revision in TA/DA entitlements. It may therefore be ensured that permission to official travel is given judiciously and restricted only to absolutely essential official requirements.

7. **These orders shall take effect from 01<sup>st</sup> July, 2017**

8. Separate orders will be issued by Ministry of Defence and Ministry of Railways in respect of Armed Forces personnel and Railway employees, respectively.

9. In so far as the persons serving in the Indian Audit & Accounts Department are concerned, these orders issue in consultation with the Comptroller & Auditor General of India

Hindi version is attached.

**(Nirmala Dev)**

Deputy Secretary to the Government of India

To,

**All Ministries and Departments of the Govt, of India etc. as per standard distribution list.**

**Copy to: C&AG and U.P.S.C., etc. as per standard endorsement list.**

In supersession of Department of Expenditure's O.M. No. 19030/3/2008-E.IV dated 23.09.2008, in respect of Travelling Allowance the following provisions will be applicable with effect from 01.07.2017 :

## 2. Entitlements for Journeys on Tour or Training

### A.(i) Travel Entitlements within the Country

Pay Level in Pay Matrix	Travel entitlement
6 to 11	Economy class by air or AC-II by train

(ii) Travel entitlement for the journey in Premium/Premium Tatkal/Suvidha/ Shatabdi/ Rajdhani/Duronto Trains will be as under:

Pay Level in Pay Matrix	Travel Entitlements in Premium/Premium Tatkal/Suvidha/ Shatabdi/Rajdhani/ Duronto Trains
6 to 11	AC 2nd Class/Chair Car (In Shatabdi Trains)

The reimbursement of Dynamic/Flexi-fare in Shatabdi/Rajdhani/Duronto Trains while on official tour/ training. Reimbursement of Tatkal Seva Charges which has fixed fare, will remain continue to be allowed.

(iii) The revised Travel entitlements are subject to following

- a) In case of places not connected by rail, travel by AC bus for all those entitled to travel by AC II Tier and above by train and by Deluxe/ordinary bus for others is allowed
- b) In case of road travel between places connected by rail, travel by any means of public transport is allowed provided the total fare does not exceed the train fare by the entitled class.
- c) In case of non-availability of seats in entitled class, Govt, servants may travel in the class below their entitled class.

### C. Entitlement for journeys by Sea or by River Steamer

(i) For places other than A&N Group of Islands and Lakshadweep Group of Islands

Pay Level in Pay Matrix	Travel entitlement
9 and above	Highest Class

(ii) For travel between the mainland and the A&N Group of Islands and Lakshadweep Group of Island by ships operated by the Shipping Corporation of India Limited

Pay Level in Pay Matrix	Travel entitlement
9 and above	Deluxe class

**D. Mileage Allowance for Journeys by Road:**

(i) At places where specific rates have been prescribed

Pay Level in Pay Matrix	Entitlement
6 to 13	Actual fare by any type of public bus including AC bus OR At prescribed rates of non-AC taxi when the journey is actually performed by non-AC taxi OR At prescribed rates for auto rickshaw for journeys by auto rickshaw, own car, scooter, motorcycle, moped, etc.

(ii) At places where no specific rates have been prescribed either by the Directorate of Transport of the concerned State or of the neighbouring States:

For journeys performed in own car/taxi	Rs. 24/- per Km
For journeys performed by auto rickshaw, own scooter, etc	Rs. 12/- per Km

At places where no specific rates have been prescribed, the rate per km will further rise by 25 percent whenever DA increases by 50 percent.

**E(i). Daily Allowance on Tour**

Pay Level in Pay Matrix	Entitlement
6 to 13	Reimbursement for hotel accommodation/guest house of up to 2,250/- per day, Reimbursement of non-AC taxi charges of up to 338/- per day for travel within the city, Reimbursement of food bills not exceeding 900/- per day.

## 8. Annexure-B

### Relevant Extract of Clause 3.1 of RfP for Selection of PDMC

3.1.2 Relevant Qualification and Experience of the Key Personnel shall be as given below:

Sn	Key Personnel	Educational Qualification & Experience
1	<b>Team Leader</b> <i>(shall be from the lead member in case of consortium)</i>	Post-graduate in Architecture/ Urban Planning/ Urban Design/ Engineering / Management  Minimum 10 years' experience (Preferably on the rolls of the firm for at least one year from the PDD)  Experience in leading multi-disciplinary team. Relevant experience in master planning, design, bid process management, monitoring and implementation preferably in tourism sector.
2	<b>Project Manager</b> <i>(shall be from the lead member in case of consortium)</i>	Post-graduate in Civil Engineering / Urban Planning/ Urban Design/ Architecture/ Management  Minimum 6 years' experience  Relevant experience in project management and monitoring.
3	<b>Tourism Product Planning &amp; Design Expert</b>	Post-graduate in Tourism/ Management/ Planning or Equivalent  Minimum 10 years' experience Relevant Experience in planning, design and implementation of tourism products and experiences.
4	<b>Investment &amp; PPP Expert</b>	Post-graduate in Management/ Economics / Finance or CA  Minimum 10 years' experience Relevant Experience in planning of PPP projects, Private Investment Promotion.
5	<b>Destination Marketing &amp; Promotion Expert</b>	Post-graduate in Management/Marketing / Communication/ Tourism  Minimum 10 years' experience Relevant experience in branding, marketing and promotion of tourism destination, products, and experiences through traditional and digital mediums.
6	<b>IT/Digitalization Expert</b>	Graduate or Post-graduate in Computer Science / Computer application/ IT  Minimum 10 years' experience Relevant experience in undertaking digital solutions including development of websites, apps, solutions and experiences, visitor management systems, AR/VR interventions and other digital interventions etc.

Sn	Key Personnel	Educational Qualification & Experience
7	<b>Skilling &amp; Capacity Development Expert</b>	<p>Post-graduate in Management / Tourism / Social Sciences / Hospitality</p> <p>Minimum 10 years' experience Relevant tourism and hospitality sector experience in assessing skill gaps, formulation of skilling programs, workshops and capacity building initiatives of local community, tourist touchpoints, service providers and local entrepreneurs.</p>

**3.1.3** Applicant shall be required to provide details for maximum five (5) relevant projects for each Personnel as mentioned in Clause 3.1.2 above. In case the applicant submits details for more than five (5) projects for any Personnel then the Authority will evaluate only first five (5) projects for technical evaluation.

**3.1.4** Team Leader is required to depute at least 25% of the time per month for each State/UT the applicant has applied for. Hence, the same profile for Team Leader can be proposed for maximum four (4) State/UTs only.

**3.1.5** The Applicant shall propose different profiles for Project Manager for each State/UT it intends to bid for.

#### Schedule-1: Terms of reference

#### E4. Destination Personnel's Qualification and Experience

Sn	Profile	Qualification	Experience
1	<b>Project Coordinator 1</b>	Graduation in Architecture/ Engineering / Urban Planning	<ul style="list-style-type: none"> <li>• Minimum 4 years' experience</li> <li>• Experience in project planning and monitoring preferably related to urban / tourism sector</li> </ul>
2	<b>Project Coordinator 2</b>	Graduate in any stream	<ul style="list-style-type: none"> <li>• Minimum 4 years' experience</li> <li>• Experience in implementing community / social initiatives including capacity building, events, roadshows, consultations etc.</li> </ul>

## Format for submission of Curriculum Vitae (CV) of Key & Destination Personnel

<b>1.</b>	<b>Proposed Position</b>		
<b>2.</b>	<b>Name of Personnel</b>		
<b>3.</b>	<b>Date of Birth</b>		
<b>4.</b>	<b>Nationality</b>		
<b>5.</b>	<b>Educational Qualification</b>		
	<b>Name of Course</b>	<b>Name of Institution / University</b>	<b>Year of Passing</b>
<b>6.</b>	<b>Employment Record</b>		
	<b>Name of the organisation</b>	<b>Designation</b>	<b>From To</b>
<b>7.</b>	<b>Details of Specific Experience</b>		
<p>Project 1</p> <p>Name of the project:</p> <p>Cost of the Project:</p> <p>Consultancy Fee for the Project:</p> <p>Name of the Client:</p> <p>Name and contact number of Client's representatives (Reference):</p> <p>Location:</p> <p>Position held:</p> <p>Duration for which position held:</p> <p>Salient Features of the Project:</p> <p>Role assigned:</p> <p>Activities performed:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>			
<p>Project 2</p> <p>Name of the project:</p> <p>Cost of the Project:</p> <p>Consultancy Fee for the Project:</p> <p>Name of the Client:</p> <p>Name and contact number of Client's representatives (Reference):</p> <p>Location:</p> <p>Position held:</p> <p>Duration for which position held:</p> <p>Salient Features of the Project:</p> <p>Role assigned:</p>			

Activities performed:

- 
- 

Project 3

Name of the project:

Cost of the Project:

Consultancy Fee for the Project:

Name of the Client:

Name and contact number of Client's representatives (Reference):

Location:

Position held:

Duration for which position held:

Salient Features of the Project:

Role assigned:

Activities performed:

- 
- 

Project 4

Name of the project:

Cost of the Project:

Consultancy Fee for the Project:

Name of the Client:

Name and contact number of Client's representatives (Reference):

Location:

Position held:

Duration for which position held:

Salient Features of the Project:

Role assigned:

Activities performed:

- 
- 

Project 5

Name of the project:

Cost of the Project:

Consultancy Fee for the Project:

Name of the Client:

Name and contact number of Client's representatives (Reference):

Location:

Position held:

Duration for which position held:

Salient Features of the Project:

Role assigned:

Activities performed:

-



8. Current Deployment					
Sn	Engagement Name	Client	Type (Full Time/ Part Time)	Planned Hours per Month	End Date of Deployment
1					
2					
3					
4					
...					

**Certification:**

- a) I am willing to work on the Project and I will be available for entire duration of the Project assignment as required.
- b) I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

<p><b>Signature</b></p>   <p>(Key/ Destination Personnel)  <b>Name</b>  <b>Designation</b>  <b>Email ID</b>  <b>Date:</b></p>	<p><b>Countersigned by</b></p>   <p>(Authorized Signatory)  <b>Name</b>  <b>Designation</b>  <b>Date:</b></p>
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