

**File No: HRD/2/2023-PMUSD  
Government of India  
Ministry of Tourism  
HRD Division**

7<sup>th</sup> Floor, Chandralok Building,  
Janpath, New Delhi -110 001  
Dated 6<sup>th</sup> December, 2023

**OFFICE MEMORANDUM**

**Subject: Skill Development and Capacity Building activities at the Destinations under Swadesh Darshan Scheme of the Ministry – reg.**

The undersigned is directed to refer to the Swadesh Darshan Division's O.M. No.8/15/2020-SD-Part (4) dated 4<sup>th</sup> December, 2023 on the subject under reference and to request the implementation agencies as well as the Destination Management Committees (DMCs) to initiate activities as detailed under Para-3 of the O.M. under reference; and inform the PMUSD unit on a weekly basis the progress of the implementation of the activities. The approximate number of participants in such capacity building activities may be **30** in each of the three programs namely Tourism Awareness Programs, Skill Testing Certification and Linguistic Training for the guides. Nearby IITMs may be co-opted by the skill imparting institutions in respect of Linguistic Training for the guides.

2. All the Heads of DMCs, Implementation Agencies and Regional Directors are requested to closely monitor the successful implementation of the scheme. A tentative table of capacity building programs may be sent by the implementation agencies return mail under intimation to DMCs and RDs. A list of agencies assigned with destinations are annexed for reference. A copy of the Funding provision in respect of the three skill development programs is also annexed for reference.

3. The mobilisation/list of potential candidates for training and record keeping of the activities has to be undertaken by PDMCs and DMCs. An early response is highly appreciated.

Encl: As above.



**(BHT Vaiphei)  
Under Secretary (HRD)**

To:

1. All Central IHMs/IITMs etc.,
2. ACS/Principal Secretaries/Secretaries of the States/UT concerned
3. Collectors/District Magistrates of all SD Destinations concerned
4. Regional Director (North/South/West/East/North East), Ministry of Tourism
5. O/o Additional Secretary (SD), Ministry of Tourism
6. O/o Sr. Economic Adviser, Ministry of Tourism
7. Director (HRD), Ministry of Tourism

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

Transport Bhawan  
1, Parliament Street,  
New Delhi

File No.: 8/15/2020-SD-Part (4)

Dated 04.12.2023

**OFFICE MEMORANDUM**

1. Ministry of Tourism has formulated Swadesh Darshan 2.0 scheme which is a destination and tourist centric scheme for holistic development of sustainable and responsible destinations in the country. The Ministry has notified 55 destinations across the country under the Scheme. Project Design and Management Consultants have also been appointed to assist the State Implementation Agencies and Destinations in successfully implementing the scheme. The list of PDMCs at respective destinations is attached as annexure-1.
2. Destination Management Committees under respective District Collectors have also been formed. DMCs are responsible for coordinating various destination management activities which will promote tourism at the destinations. The Ministry has focused on following activities:
  - i. Marketing and Promotion
  - ii. Digitization, IT and Innovation
  - iii. Investment Promotion and PPP
  - iv. Skilling, Capacity Building and Community Engagement
  - v. Sustainable tourism & Travel for LIFE activities
3. In this connection, Swadesh Darshan Division has been working with HRD division for undertaking following skill development and capacity building activities at the destinations under the plan schemes of the Ministry of Tourism:
  - i. Tourism Awareness Programs
  - ii. Skill Testing Certification
  - iii. Linguistic training for the guides
4. The PDMC personnel at the destination and their experts are helping the Destination Management Committees under District Collectors to expedite the activities. A meeting of the PDMC personnel and various empaneled agencies such as CIHMs, SIHMs, IITTM, FCI etc. has also been organized for starting the initiatives at these destinations.

Contd...2/-

5. The program is likely to be inaugurated at all destinations by HMT in the month of December and it is requested that HRD division may direct all concerned to execute the programs at these destinations expeditiously under the existing schemes of the Ministry applicable for training and human resource development and as per the scheme guidelines.



(Rakesh Kumar Verma)  
Additional Secretary

Encl. As above

To,  
Senior Economic Advisor  
HRD Division,  
Ministry of Tourism  
New Delhi

Copy to: -

- (i) All Central IHMs/ State IHMs/ IITTM etc.
- (ii) ACS/ Principle Secretaries/ Secretaries of concerned States
- (iii) Collectors/ District Magistrates of all concerned SD Destinations
- (iv) Regional Director (North/South/West/ East/ North East), Ministry of Tourism
- (v) NPMU (SD), Ministry of Tourism, New Delhi

## LIST OF DESTINATIONS AND PDMCs SELECTED UNDER SD2.0

S.no	State / UT	Destinations	Name of selected PDMC
1	Bihar	Gaya	Deloitte Touché Tohmatsu India LLP JV IBI Group India PvtLtd.
		Nalanda	
2	Karnataka	Hampi	Deloitte Touché Tohmatsu India LLP JV IBI Group India PvtLtd.
		Mysuru	
3	Uttar Pradesh	Prayagraj	Deloitte Touché Tohmatsu India LLP JV IBI Group India PvtLtd.
		Naimisharanya	
4	Uttarakhand	Pithoragarh	Deloitte Touché Tohmatsu India LLP JV IBI Group India PvtLtd.
		Champawat	
5	Mizoram	Aizawl	Egis India Consulting Engineers Pvt Ltd.
		Champhai	
6	Andhra Pradesh	Gandikota	INI Design Studio Pvt Ltd.
		Araku-Lambasaingi	
7	Goa	Porvorim	INI Design Studio Pvt Ltd.
		Colva	
8	Gujarat	Dholavira	INI Design Studio Pvt Ltd.
		Dwarka	
9	Kerela	Kumarakom	INI Design Studio Pvt Ltd.
		Kozhikode (Beypore)	
10	Meghalaya	Shillong	INI Design Studio Pvt Ltd.
		Sohra	
11	Madhya Pradesh	Gwalior	IPE Global Ltd.
		Chitrakoot	
12	Rajasthan	Bundi (Keshoraipatan)	IPE Global Ltd.
		Jodhpur	
13	Sikkim	Gangtok	IPE Global Ltd.
		Gyalshing	
14	Tripura	Agartala	IPE Global Ltd.
		Unakoti	

S.no	State / UT	Destinations	Name of selected PDMC
15	Punjab	Amritsar	L&T Infra Engineering JV PwCPvt Ltd.
		Kapurthala	
16	Tamil Nadu	Mamallapuram	L&T Infra Engineering JV PwCPvt Ltd.
		The Nilgiris	
17	Puducherry UT	Puducherry	L&T Infra Engineering JV PwCPvt Ltd.
		Karaikal	
18	Telangana	Bhongir	L&T Infra Engineering JV PwCPvt Ltd.
		Ananthagiri	
19	Chandigarh UT	Chandigarh	L&T Infra Engineering JV PwCPvt Ltd.
20	Arunachal Pradesh	Nacho	Voyants Solutions Pvt Ltd JVIDeCK Ltd.
		Mechuka	
21	Assam	Jorhat	Voyants Solutions Pvt Ltd JVIDeCK Ltd.
		Kokrajhar	
22	Ladakh UT	Leh	Voyants Solutions Pvt Ltd JVIDeCK Ltd.
		Kargil	
23	Nagaland	Niuland	WAPCOS Ltd.
		Chumoukedima	
24	Himachal Pradesh	Pong Dam	Voyants Solutions Pvt Ltd JVIDeCK Ltd.
	Jharkhand	Chandil	
25	Maharashtra	Sindhudurg	Deloitte Touché Tohmatsu India LLP JV IBI Group India PvtLtd.
26	Chhattisgarh	Jagdalpur	To be selected
		Bilaspur	
27	Odisha	Koraput	To be selected
28		Debrigarh	
29	J&K	Basholi	To be selected
30	Lakshadweep UT	Lakshadweep	To be selected
31	Haryana	Panehkhula (Morni)	To be selected
32	Manipur	Moirang (Bishnupur)	To be selected

S.no	State / UT	Destinations	Institute	No of participants proposed				Total
				Tourism Awareness Program	Skill Testing Certification	Linguistic Training for Guides		
1	Bihar	Gaya	SIHM Bodhgaya	30	30	30	90	
		Nalanda	IHM Hajipur	30	30	30	90	
2	Karnataka	Hampi	IHM Benagalur	30	30	30	90	
		Mysuru	FCI Mysuru	30	30	30	90	
3	Uttar Pradesh	Prayagraj	IHM Lucknow	30	30	30	90	
		Naimisharanya	IHM Lucknow	30	30	30	90	
4	Uttarakhand	Pithoragarh	SIHM Dehradun	30	30	30	90	
		Champawat	SIHM Dehradun	30	30	30	90	
5	Mizoram	Aizawl	State Tourism Dept. Mizoram	30	30	30	90	
		Champhai	State Tourism Dept. Mizoram	30	30	30	90	
6	Andhra Pradesh	Gandikota	SIHM Tirupati /CI Tirupati	30	30	30	90	
		Araku-Lambasaingi	SIHM Tirupati /CI Tirupati	30	30	30	90	
7	Goa	Ponvorim	IHM Goa	30	30	30	90	
		Colva	IHM Goa	30	30	30	90	
8	Gujarat	Dholavira	IHM Gandhi Nagar	30	30	30	90	
		Dwarka	IHM Gandhi Nagar	30	30	30	90	
9	Kerala	Kumarakom	IHM Thiruvananthapuram	30	30	30	90	
		Kozhikode (Beyppore)	SIHM Kozhikode	30	30	30	90	
10	Meghalaya	Shillong	IHM Shillong	30	30	30	90	
		Sohra	IHM Shillong	30	30	30	90	
11	Madhya Pradesh	Gwalior	IHM Gwalior	30	30	30	90	
		Chitrakoot	IHM Gwalior	30	30	30	90	
12	Rajasthan	Bundi (Keshoraipatan)	FCI Ajmer	30	30	30	90	
		Jodhpur	SIHM Jodhpur	30	30	30	90	
13	Sikkim	Gangtok	SIHM Gangtok	30	30	30	90	
		Gyalshing	SIHM Gangtok	30	30	30	90	
14	Tripura	Agartala	SIHM Tripura	30	30	30	90	
		Unakoti	SIHM Tripura	30	30	30	90	
15	Punjab	Amritsar	IHM Gurdaspur	30	30	30	90	
		Kapurthala	IHM Gurdaspur	30	30	30	90	
16	Tamil Nadu	Mamallapuram	SIHM Tiruchirappalli	30	30	30	90	
		The Nilgiris	SIHM Tiruchirappalli	30	30	30	90	
17	Puducherry UT	Puducherry	SIHM Puducherry	30	30	30	90	
		Karaikal	SIHM Puducherry	30	30	30	90	
18	Telangana	Bhongir	IHM Hyderabad	30	30	30	90	
		Ananthagiri	IHM Hyderabad	30	30	30	90	
19	Chandigarh UT	Chandigarh	IHM Chandigarh	30	30	30	90	
		Nacho	State Tourism Dept., AP	30	30	30	90	
20	Arunachal Pradesh	Mechuka	State Tourism Dept., AP	30	30	30	90	
		Jorhat	IHM Guwahati	30	30	30	90	
21	Assam							



Sl. No.	State / UT	Destination	Agency	30	30	30	30	90
22	Ladakh UT	Kokrajhar Leh	IHM Guwahati FCI Leh	30	30	30	30	90
23	Nagaland	Kargil Niluland Chumoukedima	IHM Srinagar SIHM Dimapur SIHM Dimapur	30	30	30	30	90
24	Chhattisgarh	Jagdaiapur Bilaspur	SIHM Raipur SIHM Raipur	30	30	30	30	90
25	Odisha	Koraput	SIHM Balangir	30	30	30	30	90
26	J&K	Basholi	FCI Jammu	30	30	30	30	90
27	Lakshadweep UT	Lakshadweep	SIHM Silvasa	30	30	30	30	90
28	Haryana	Panchkula (Morni)	SIHM Yamunanagar	30	30	30	30	90
29	Himachal Pradesh	Pong Dam	SIHM Hamirpur	30	30	30	30	90
30	Jharkhand	Chandil	SIHM Ranchi	30	30	30	30	90
31	Manipur	Moirang (Bishnupur)	Department of Tourism, Govt. of Manipur	30	30	30	30	90
32	Maharashtra	Sindhudurg	IHM Mumbai	30	30	30	30	90
<b>32 States / UT</b>				<b>TOTAL</b>				<b>5040</b>





1. Funding provision for Tourism Awareness Programme (TAP) under the scheme of CBSP

<b>SN</b>	<b>Budget Head</b>	<b>Amount</b>
1	Honorarium to Guest faculty (60 minutes)	1500 per session
2	Honorarium to IITTM Faculty	750 per session
3	Meals	100 per person per day
4	Venue hiring charges	1500 per day
5	Vehicle hire charges	2500 per day
6	Equipment hiring charges	2500 per day
7	Consumable stationary and material charges	3000 per batch
8	Stipend for trainees	300 per participant per day
9	Certification charges	200 Per participant
10	Testing and certification charges	500 per trainee
11	Contingency	3000 per batch
12	Administrative charges of 5% of total project cost	Rs.6037/- per trainee

2. Linguistic Tourist Facilitators (LTF) program

1. Training cost @Rs.750/- per day per trainee	Rs.22,500/-
2. 5% administrative charges	Rs.1,125/-
3. Certification charge per trainee	Rs.500/-
Total (1+2+3)	Rs.24,125/-

### 3. Skill Testing & Certification (ST&C) program – (6 day training program)

Skill Testing & Certification	1. Food Production	i. Base Cost Rs. 2,352/- per trainees (@Rs.49/- per trainee per hours for 48 hours) and Rs.2,587/- per trainee for including 10% additional for Special/LWE areas
	2. Bakery	ii. Wageloss @Rs.1800/- per trainees @Rs.300/ iii. Certification Charges Rs.600/- to Rs.1500/- per trainee
	3. F & B Service 4. 5. Housekeeping	i. Base Cost Rs. 2,016/- per trainee (@Rs.42/- per trainee per hours for 48 hours) and Rs.2,218/- per trainee for including 10% additional for Special/LWE areas ii. Wageloss @Rs.1800/- per trainees @Rs.300/ iii. Certification Charges Rs.600/- to Rs.1500/- per trainee