

Government of India
Ministry of Tourism
(Swadesh Darshan Division)

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

File No SD-8/3/2022-SD


Date 12.01.2024

Office Memorandum

Subject: Checklist for review of Detailed Project Report (DPR)

Reference is invited to the 19th Meeting of Mission Directorate under Swadesh Darshan 2.0 held under the chairmanship of Additional Secretary, Tourism on 05.01.2024. In the meeting it was informed that a checklist for reviewing the DPR has been prepared and the same was discussed.

2. In this regard, the checklist is enclosed. The State/UTs are requested to check draft DPRs as per the enclosed checklist before submitting the DPRs to Ministry of Tourism.


Uttank Joshi

Asst. DG (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, Himachal Pradesh, Karnataka, Kerala, Jharkhand, Ladakh UT, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, Puducherry UT.

Copy to:-

(i). All Regional Directors of the Ministry of Tourism
India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati

(ii). Selected PDMCs from M/s. Deloitte Touche Tohmatsu India LLP JV IBI Group India 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, M/s Egis India.

(iii). Managers/Assistant Managers of Ministry of Tourism of the respective State/UT

(iii) NPMU (Swadesh Darshan Scheme)

Checklist for DPR for the identified Experiences
(Based on the guidelines, templates, guidance notes and review by MD and CSMC)

Sno	Item	Compliance (Yes/ No)
A	General	
1	DPR in alignment with the concept approved by CSMC and	
2	Observations made in the meetings of MD and CSMC have been incorporated.	
A	Tourist Experience Parameters	
	DPR should have all interventions to provide end to end tourist experience across all major tourist touch points	
(a)	Provision for marketing and promotion: <ul style="list-style-type: none"> • Promotional material digital and physical • Promotion on website/ mobile app • Promotion on social media • Other channels to reach domestic and foreign tourists 	
(b)	Provision for booking support <ul style="list-style-type: none"> • Internet booking • Onsite computerized token • Information on expected waiting time etc. 	
(c)	Information Dissemination: <ul style="list-style-type: none"> • QR codes widely displayed to access information about destination/ attraction, • Information Center, • Tourist Maps, • Wayfinding, signages etc. at major nodes 	
(d)	Traffic Management <ul style="list-style-type: none"> • Drop-off & Pick-up points, • Parking, • Pedestrianization • E-vehicle from parking, • Connection with local transportation etc. 	
(d)	Interpretation & Sensitization:	

Sno	Item	Compliance (Yes/ No)
	<ul style="list-style-type: none"> • Interpretation Centre/ Orientation Centre/ Site Museums/ Exhibition Centre, • Audio guides • Other similar initiatives (digital and physical) 	
(e)	Visitor Management: <ul style="list-style-type: none"> • Holding areas at the ticket counter/ token • Entry regulation by groups • Evacuation plan, • Universal Accessibility, • CCTV/ Manpower for monitoring the movement 	
(f)	Cleanliness and Hygiene <ul style="list-style-type: none"> • Measures for maintaining Cleanliness • Hygiene and Aesthetics particularly for nearby street vendors 	
(g)	Shopping Experience: <ul style="list-style-type: none"> • Provision for souvenir shops, local products (ODOP etc.) • Provision for space for hawkers/ street vendors • Other related retail spaces 	
(h)	Food & Beverage: <ul style="list-style-type: none"> • Provision for Café/ Restaurants/ Food Carts / Kiosks etc. 	
(i)	Feedback: <ul style="list-style-type: none"> • Provision for tourist feedback at the exit of planned tourist experience. • Provision to showcase feedback and rating online. • Provision to capture grievance 	
B	Project Readiness and Design Based Parameters	
1	Land	
	Land should be in possession of State Tourism Department or the agency	
2	Project Layout and Architecture Design	
(a)	Have details about the proposed components been provided?	
(b)	Are the detailed engineering drawings ready for tendering?	
3	Pre-Construction Clearances	
(a)	ASI	

Sno	Item	Compliance (Yes/ No)
(b)	Forest	
(c)	CRZ	
(d)	Municipal Authority	
(e)	Any other clearance or NOC required	
4	Environment Protection	
(a)	Wastewater Treatment	
(b)	Solid Waste Management	
5	Sustainable Practices	
(a)	Design of hard components based on <ul style="list-style-type: none"> • local architecture, • use of local materials and • other eco-friendly and • heritage considerations, as applicable. 	
(b)	Use of indigenous species in landscaping works	
(c)	Universal accessibility included in detailed design	
(d)	At environmentally sensitive areas such as wetlands and waterfronts, beaches etc. Ensure <ul style="list-style-type: none"> • Minimal construction • Nature-based activities 	
(e)	Interventions for Capacity building and empowerment of women & youth	
6	Project Cost Estimation The Government will only be funding the cost of major enabling components and the fixers and furnishing item and other items for operation and management will be in the scope of Implementation Partner (Tourist Experience Development & Management Agency). <ul style="list-style-type: none"> • DPR to clearly designate components to be funded under Swadesh Darshan and • Other minimum obligations required to be developed or installed for successful operationalisation and management of the project. 	
7	Sustainable Operation and Management	

Sno	Item	Compliance (Yes/ No)
(a)	The 'Tourist Experience Development & Management Agency' will be responsible for project implementation, operation and management of overall tourists experience as per the defined service levels?	
(b)	Have the service level requirements for Operations, Maintenance & Management <ul style="list-style-type: none"> • Well defined and measurable • Identification of means of measurement of the same • Penalties for not meeting the SLAs 	
(c)	Skilling & Capacity Building: Training programs, staff sensitization, safety & evacuation protocol etc.	
(d)	All the revenue streams for operation and management of the end-to-end experience to be identified: <ul style="list-style-type: none"> • Parking • E-vehicle • Ticket for the attraction • Rent/ Income from Shopping outlets • Rent/ income from food and beverage outlets • Advertisements including LED etc. • Priority que • Value added services • Others 	
(e)	Are the proposed revenue stream sufficient to sustain the pre-defined service levels?	
(f)	If No, does the state commit to provide the funding and capacity gap to sustain the proposed experience?	
(g)	Net income from the experience to be retained by DMC with 10% to be allocated to SIA	

