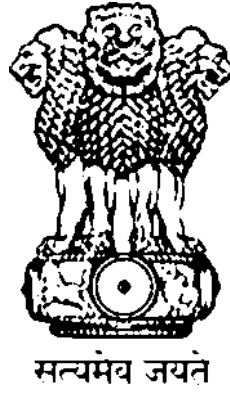


**SOP**  
**for Guidance on**  
**Preparation of DPR Package 1 under SD 2.0 Scheme**



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

**SOP for Guidance on  
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**1. Introduction**

It is envisaged that DPRs will be submitted in four packages/ stages for a destination. This Guidance Note outlines the key considerations for Detailed Project Report (DPR) Package 1 to create a comprehensive end-to-end tourist experience of the major tourist attractions at the destination. The active involvement of Destination Management Committees (DMCs) is vital for the success of the project.

**2. Development of End-to-End Tourist Experience at Hero and other attractions**

**DPR Package 1** must contain end to end development of tourist experience:

- (i). It shall include one of the key attractions and its vicinity (**preferably hero attraction**) for development of **'end to end experience'**. It shall include all the soft, hard and spatial interventions, which are required to deliver end to end experience.
- (ii). It may also include other attractions and their vicinity for development of **'end to end experience'**. It shall include all the soft, hard and spatial interventions, which are required to deliver end to end experience.
- (iii). It is reiterated that the proposal shall **take into account all aspects impacting experience of the tourist** at the identified attraction including all aspects related to soft, hard and other **spatial interventions**.

**3. Sustainable Operation and Management of end-to-end tourist experience**

**DPR Package 1** must contain the proposal for sustainable operation and management of the entire experience for each attraction covering all touch points:

**(i). Tourist Experience Management Agency**

The DPR should include proposal for appointment of **'Tourist Experience Management Agency'** for operation and management of the new hard and soft intervention to ensure tourist experience as per the defined service levels.

**(ii). Service Levels**

DPR should indicate broad service levels to be achieved by the Management Agency.

**(iii). Revenue Stream**

DPR must identify revenue stream for operation and management of the end-to-end experience and the same will be used by Destination Management Organization to engage **Tourist Experience Management Agency** and other expenditure of DMO in running the experience. The revenue stream must be sufficient to meet the expenditure to maintain the pre-defined service levels.

#### **4. Development Ready Projects**

The End-to-End tourist experience to be included in the DPR Package 1 shall be ready for on ground implementation.

- (i). All permissions and NOCs** to be obtained by State Implementation Agency and be part of the DPR
- (ii). Destination Management Committees (DMCs)** and local community to be onboard for the project
- (iii). Availability of land** with implementing agency (proof of possession)
- (iv). Technically feasible** for completion within next 12 months.

#### **5. Governance**

Destination Management Committee (DMC) shall play a major role in overall implementation and sustenance of the development activities. The plan shall account the revenue collection and overall management through Tourist Experience Management Agencies of the proposed experiences/ interventions by the DMC.

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