Government of India
Ministry of Tourism

Azadi Ka
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GUIDELINES FOR
SWADESH
DARSHAN 2.0

Incredible !ndia

CONTENTS

Khajuraho Temples

1. INTRODUCTION

Khajuraho Temples

1.1 Tourism - An engine of economic growth

Travel and tourism sector holds strategic importance in the Indian economy. It provides several socio-economic benefits such as employment, income and foreign exchange earnings and also plays a part in the development or expansion of other industries such as agriculture, construction, handicrafts, etc. Given the potential of tourism as a vehicle for job creation, growth and development, tourism has been recognized as an engine for economic growth.

1.2 India as a tourism destination - Yet to realize full potential

As a travel destination, few other nations can offer the diversity of products and experiences found in India. The Government launched the 'Incredible India' campaign to tap into the vast tourism potential of the country in an organized manner. The Incredible India campaign has no doubt placed India on the world tourism map but the country is yet to realize its full potential as a tourism destination due to inadequate tourism infrastructure and services at many destinations and attractions.

1.3 Aatmanirbhar Bharat

Hon'ble PM has given the vision of Aatmanirbhar Bharat, which rests on the five pillars of economy, infrastructure, systems, demography and demand. India's quest for self-reliance is about creating strong enterprises in India, enterprises that can become global forces. Self-reliance is about generating employment and empowering our people to come out and create solutions that can define the future of our country. The mantra of "vocal for local" will go a long way in promoting unique cultural and natural offerings of the country.

1.4 About Swadesh Darshan Scheme 2.0

The Ministry of Tourism had launched the Swadesh Darshan Scheme in 2015 and sanctioned 76 projects under the Scheme to date. The Ministry of Tourism carried out a detailed review of the Scheme and identified the following areas for improvement:

(i)   Broad basing of Central Sanctioning and Monitoring Committee

(ii)   State-level Institutional Structure for the Scheme

(iii)   Strategic selection of the destinations

(iv)   Detailed benchmarking and gap analysis of destination

(v)   Focus on both hard and soft Interventions

(vi)   Strengthening of Project Implementation and Monitoring

(vii)   Operations and maintenance on sustainable basis

(viii) Promotion & marketing of the destinations

(ix)   Impact Assessment

Based on the detailed review, the Ministry has revamped the scheme. With the mantra of 'vocal for local', the revamped scheme namely Swadesh Darshan 2.0 seeks to attain "Aatmanirbhar Bharat" by realizing India's full potential as a tourism destination. Swadesh Darshan 2.0 is not an incremental change but a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourism destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms.

2. VISION, MISSION AND OBJECTIVES OF THE SCHEME

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2.1 Vision

To develop sustainable and responsible tourism destinations in the country.

2.2 Mission

To create a robust framework for integrated development of tourism destinations in partnership with the States/ UTs and local governments for promoting sustainable and responsible tourism in the country.

2.3 Objectives

The strategic objectives of the Scheme are:

(i)   To enhance the contribution of tourism to the local economies

(ii)   To create jobs including self-employment for local communities

(iii)   To enhance the skills of local youth in tourism and hospitality

(iv)   To increase private sector investment in tourism and hospitality

(v)   To preserve and enhance the local cultural and natural resources
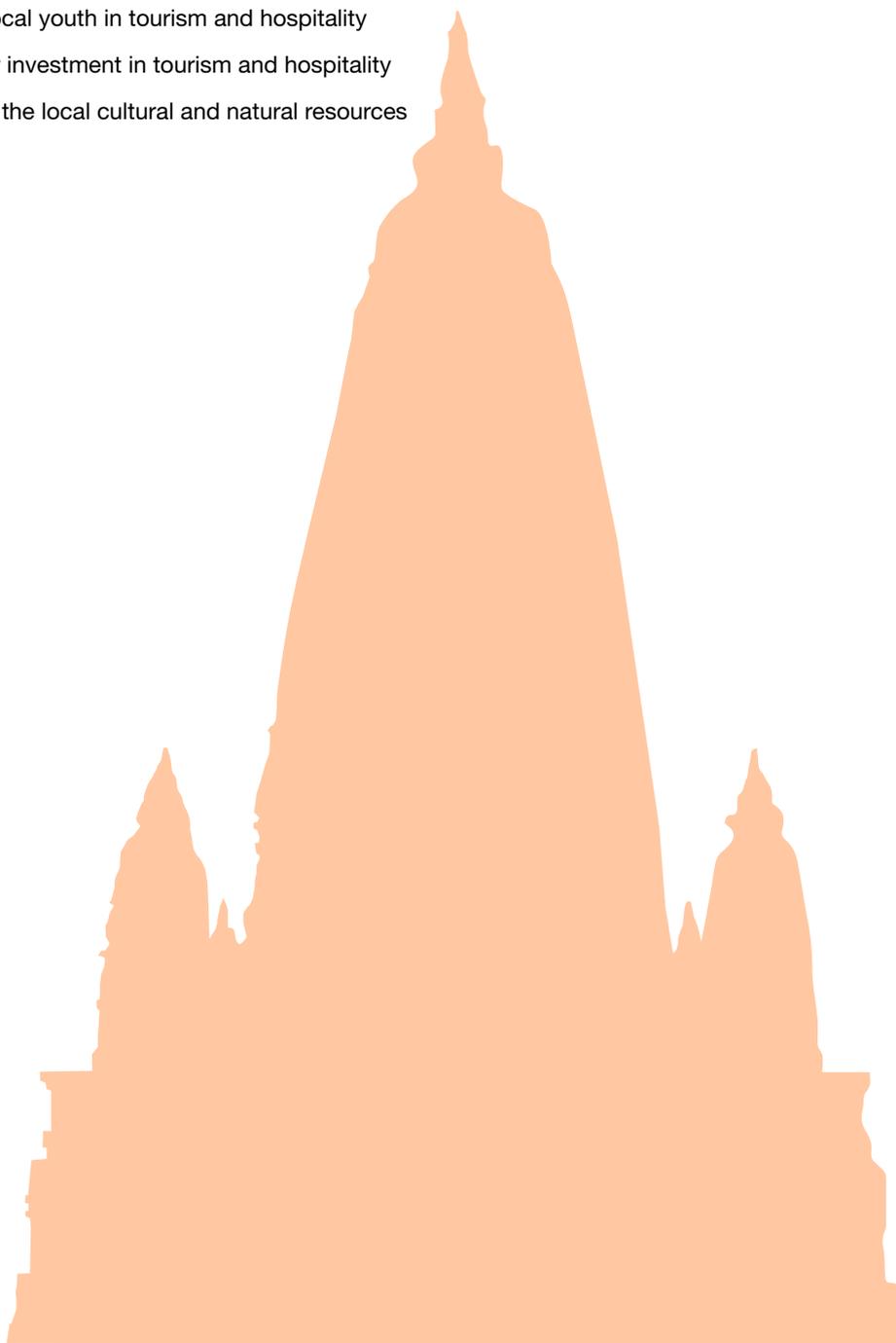
3. KEY PRINCIPLES TO BE FOLLOWED UNDER THE SCHEME

India Gate

3.1 Key Principles

In order to achieve the vision of sustainable and responsible tourism and the key objectives of enhancing the contribution of tourism to the local economy and local jobs, the following principles have been identified to be followed under the Scheme:

(i)   Develop benchmarks and standards for major tourism themes

(ii)   Sustainable and responsible tourism

(iii)   Destination and tourist-centric approach

(iv)   Integrated development of tourism destination

(v)   Focus on Domestic Tourism

(vi)   Policy and Institutional Reforms

(vii)   Operation and maintenance on sustainable basis

(viii) Synergy with other central and state schemes

3.2 Develop benchmarks and standards for major tourism themes

The Scheme will encourage the development of benchmarks and standards for generic and theme-specific development of tourism destinations and the States will follow the benchmarks and standards while planning and developing the projects. Following major themes have been identified for tourism under the Scheme.

(i)   Culture and Heritage

(ii)   Adventure Tourism

(iii)   Eco-Tourism

(iv)   Wellness Tourism

(v)   MICE Tourism

(vi)   Rural Tourism

(vii)   Beach Tourism

(viii) Cruises – Ocean & Inland

All other themes will fall in one of the above major tourism themes. A destination may be developed for one or more major themes.

3.3 Sustainable and responsible tourism - At the core of future development

Due to unplanned and haphazard growth of tourism, many destinations are facing an adverse impact on local environment, culture and civic services. It has led to overtourism, degradation of the physical environment and alienation of the local community at many destinations.

In order to minimize the negative impacts and maximise the positive impacts of tourism, sustainable and responsible tourism is the key. The Scheme will implement sustainable and responsible tourism practices in various projects and initiatives under the Scheme. The Scheme will encourage adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability. Some of the initiatives will include:

(i) The States will ensure due consultation with local communities and stakeholders while preparing projects for the development of destinations.

(ii) The States will encourage the use of renewable energy, eco-friendly material, e-vehicles etc. in the projects

(iii) The States will ensure development of accessible infrastructure and services at the selected destinations under the Scheme.

(iv) There will be adequate focus on capacity building among local communities in particular youth and women to enable them to take up jobs and opportunities in the tourism sector.

(v) The States will encourage local entrepreneurship and self-employment opportunities in the tourism value chain.

(vi) The States will also launch a sustainability campaign to encourage tourism enterprises to adopt sustainable and responsible practices.

(vii) The States will also sensitize tourists to respect the environment and behave responsibly.

3.4 Destination and tourist-centric approach to development of tourism

A tourist is essentially seeking an experience when he visits any destination. The Scheme aims at enhancing tourist experience throughout his journey from arrival to return and it will be a key element of planning for tourism development under the Scheme. Further, competition in tourism is not confined to tourism service providers or one particular experience, but the overall experience of the destination. The Scheme accordingly focuses on the destination as a whole and not merely adding a few components here and there at the destination.

The Scheme thus requires a tourist and destination centric approach to planning and development of tourism. A tourist-centric approach would ensure the availability of all relevant information and services to tourists online. It should also allow feedback and rating of services. There must also be a mechanism for tourists to register their grievances and seek resolution of the same. For those, who may not have access to technology, there must be a physical help desk to register their grievances for resolution.

States must work towards strengthening destination management and promotion and get the destination assessed for adoption of sustainable practices.

3.5 Integrated development of destinations with both hard and soft interventions

A visitor's experience is a sum total of his experience during his travel, stay and return from the destination. The Scheme follows an integrated approach for development of destinations, which will not only provide core tourism products but also ancillary requirements such as connectivity, performing arts infrastructure, public health, hygiene and safety and other such requirements, which impact tourists.

The Scheme recognises that developing a destination requires not only hard infrastructure but soft interventions are equally important, which will together equip the destination to provide a unique and satisfactory experience to its visitors. Developing isolated components without comprehensive planning will not be allowed and the Scheme will fund both hard and soft interventions towards integrated development of destinations.

3.6 Promoting domestic tourism

Domestic tourism holds substantial promise for the growth of tourism in the country, which can significantly contribute to the Indian economy. The Government has launched "Dekho Apna Desh", a major campaign for promoting domestic tourism. The Scheme will focus on developing Tier-II and Tier-III destinations to create more opportunities for domestic travellers.

3.7 Policy and institutional reforms to promote tourism

While public infrastructure and allied services through hard and soft interventions will enhance the tourism potential of a destination, the Scheme also gives equal importance to policy and institutional reforms to fully exploit the potential of tourism in the country.

There are several areas of tourism, which require policy measures for quality assurance, standardization, tourist safety, tourist experience and greater synergy in the efforts of Central and State governments to make India a great tourist destination.

The Ministry of Tourism has taken the following policy initiatives for the promotion and development of the tourism sector:

(i)   Setting up of Destination Management Organization

(ii)   National Integrated Database of Hospitality Industry (NIDHI)

(iii)   System for Assessment, Awareness and Training for Hospitality Industry (SAATHI)

(iv)   Revamping of Star classification and certification schemes for sustainable tourism, ecotourism, adventure tourism etc.

(v)   Minimum standards for Homestay / B&B

(vi)   Incredible India Website and Mobile Application

(vii) Tourism statistics

(viii) Strategies for development of MICE, Medical and Wellness, Ecotourism, adventure tourism and other niche areas.

The States implementing the projects under the Scheme will sign a memorandum of understanding with the Ministry of Tourism for implementation of these policy initiatives and reforms. The Scheme will also offer incentives to States, which perform well on the implementation of reforms.

3.8 Operation and maintenance on sustainable basis

Operation and maintenance of the facilities and assets created under the Scheme on sustainable basis will be essential. The O & M plan will be part of the DPR and will be evaluated at the time of approval. Three years O&M will be made part of the contract for construction and O&M costs shall be paid over a period of three years of O&M. A plan for management of revenue-generating assets, which can have public-private partnership and non-revenue generating assets, which will require budgetary support will be worked out in the project.

The role of destination management will be crucial for planning and monitoring Operation and Maintenance of assets on sustainable basis.

3.9 Synergy with other Central and State Schemes

The States will ensure synergy with other Central and State schemes while planning the development of destinations and will prioritize development of infrastructure pertaining to various line departments such as roads, water supply and sewerage, transport etc.

Neil Island, Laxmanpur Beach
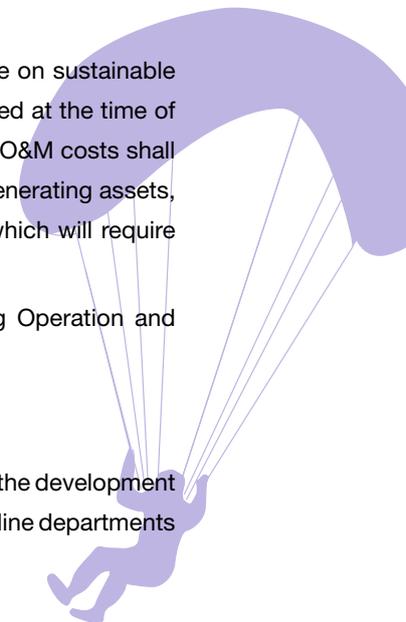
4. PROVISIONS REGARDING PROJECT PREPARATION AND IMPLEMENTATION

Neil Island, Laxmanpur Beach

4.1 Implementing Agency

The State Government will have to designate the Implementing Agency for the projects under the Scheme and inform the Ministry of Tourism. The Ministry of Tourism, may on its own, select a Central agency for implementation of any project or initiative under the Scheme. The State or Central Implementation Agency will be responsible for the following:

(i) The agency shall ensure technical, financial and administrative compliance of the guidelines and other terms and conditions of the sanction of the project and instructions issued by the Ministry from time to time.

(ii) The agency shall follow all codal formalities while awarding contracts for works or procurement of goods and services for the project. The agency will ensure full compliance with all codal formalities regarding finance and accounts of the project.

(iii) The agency will ensure complete transparency in its transactions. The agency will mandatorily follow E-tendering for all tenders.

(iv) The agency shall mandatorily submit the requisite documents and periodic physical and financial progress of the projects on the portal set up for the scheme.

4.2 Project Development and Management Consultants

Some of the factors identified for the slow implementation of projects are related to project design, the process of tendering, cost escalation due to delays in calling and settling tenders and difference in approved cost and cost shown in Detailed Project Reports (DPRs) and lack of effective monitoring of the project execution.

In order to overcome these constraints, the States will be provided end-to-end support for project design, development, implementation and management through Project Development and Management Consultants (PDMCs). A model scope of work for providing end-to-end assistance by PDMCs is given at annexure-2. A model Request for Proposals (RFP) document is also available in the Mission Toolkit. This will enable States/UTs to procure PDMCs.

4.3 Selection of destinations based on State Perspective Plan

The States will prepare a State Perspective Plan analysing tourism potential of various destinations based on the following:

(i) Major tourism attractions, offerings and themes

(ii) Connectivity by air, rail and road including local travel

(iii) Connectivity to any tourist circuit

(iv) Current tourism ecosystem at the destination

(v) Future tourism potential at the destination

(vi) State support for the destination

The Ministry will select 2-3 destinations of the State for development based on the State Perspective Plan and availability of funds.

4.4 Preparation of Destination Master Plan

In respect of each selected destination, a Destination Master Plan will be prepared based on benchmarking and detailed gap assessment. It will have proposed hard and soft interventions and shelf of projects with block costs. The Hard and Soft interventions would include

Infrastructure /Hard Interventions

(i)   Tourism Core Products

(ii)   Tourism Activities

(iii) Health, Safety and Sanitation

(iv) Site Infrastructure

(v)   Circulation and Traffic

Soft Interventions

(vi) Tourist Services

(vii) Marketing and Promotion

(viii) Capacity Building

(ix) Digitization/GIS Mapping

An illustrative list of components but not limited to, which can enhance tourism potential, and would be considered in the Scheme, is given in **Annexure A.**

A workshop of stakeholders should be held to seek feedback and suggestions regarding the felt needs of tourists, gaps and priorities for development of destination, sustainability, community participation and promotion. The feedback and suggestions should be suitably incorporated in the Master Plan.

4.5 List of non-admissible Project Components

The following is the list of non-admissible components, which will not be funded under the Scheme by the Ministry. In case required, these components will have to be funded by the State Government or sources other than Swadesh Darshan Scheme:

(i)   Land acquisition for development

(ii)   Resettlement and rehabilitation package

(iii) Improvement/ investments in assets/ structures owned by private entities

(iv) Rejuvenation/ dredging/ development of bunds of a water body (man-made & natural both)

4.6 In-principal approval of the Master Plan

The Ministry will deliberate and provide in-principle approval of the Master Plan for the destination.
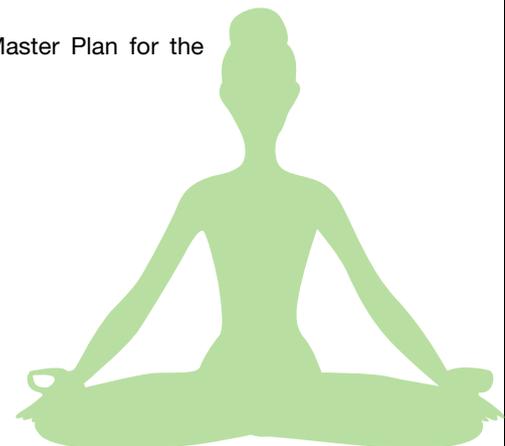
4.7 Preparation of Detailed Project Report for each destination

After approval of the Master Plan, the Detailed Project Report (DPR) shall be prepared for each destination as per the toolkit of the Ministry of Tourism. The DPR will be prepared keeping in view the following:

(i) Principles and recommendations included in Master Plan

(ii) Benchmarking and gap analysis with respect to carrying capacity, tourism infrastructure, activities, connectivity, skill development, safety, marketing and promotion

(iii) Proposed hard and soft interventions

(iv) Pre-construction clearances

(v) O&M proposals

It should be ensured that various stakeholders and local community representatives are consulted while preparing DPR.

The Implementing Agency/State shall also procure all the relevant clearances, which may be required for the project under any State or Central Regulation or any other Administrative provision to avoid delays during implementation. All clearances shall be a mandatory part of the DPR.

4.8 Approval of DPR

The DPR will be appraised as per standard operating procedure and toolkit. The DPRs will be processed by the Mission Directorate for approval by Central Sanctioning and Monitoring Committee. In case the CSMC imposes any changes in the DPR, while approving the project, the Implementation Agency will submit the revised final DPR. Subsequent to the receipt of Final DPR, MOT would release the sanction order for the project.

4.9 Revisions and Modifications of sanctioned DPR

The Implementation Agency has to implement the project for each destination as per the approved DPR and scheme guidelines. In case of any changes in the project or revisions from the approved DPR, the implementation agency through the State Government/ UT Administration will seek approval of the Mission Directorate before commencing work on the envisaged change. The Mission Directorate will seek approval of Central Sanctioning and Monitoring Committee (CSMC) or any other competent authority.

Any time/cost overrun due to any default of the State/Implementing Agency will be borne by the State/Implementing Agency and will not be borne by the Ministry of Tourism.

5. FUNDING PATTERN AND DISBURSAL OF FUNDS
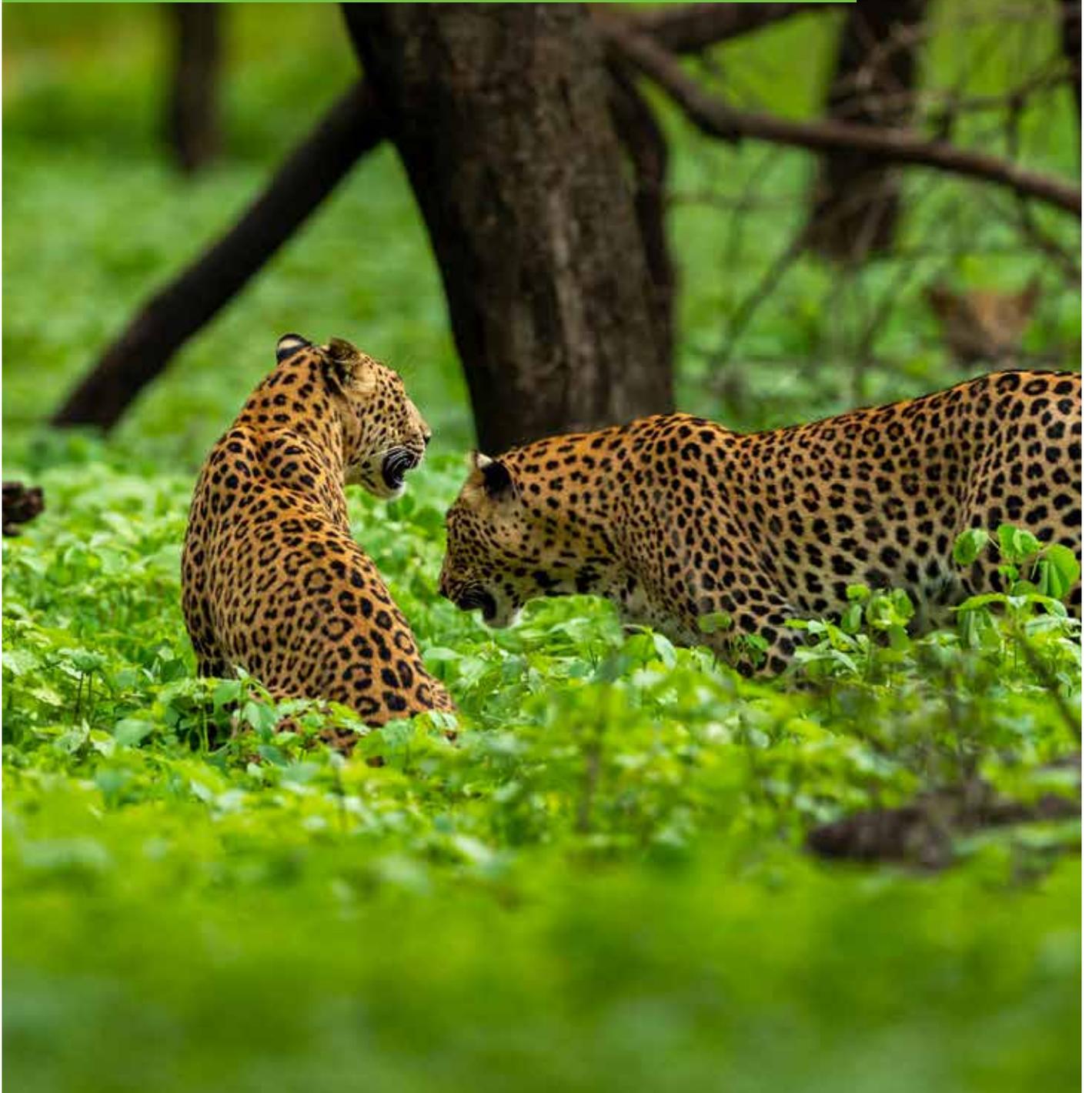
5.1 100% Centrally Funded

The Scheme is 100% centrally funded. The funds shall be sanctioned and released to the Implementing Agency as per the guidelines of the Scheme and in conformity with the General Financial Rules and the directions issued by the M/O Finance from time to time.

5.2 Funds for Professional and Administrative services

5.2.1 3% funds for Professional, Administrative and Office Expenses by MOT

The fund will be utilized at the National Mission Directorate level for

(i)   Hiring of National Program Management Unit

(ii)   Fees for Central Technical Nodal Agency

(iii)   Administrative expenditure on Mission Directorate activities including national and regional review meetings, workshops and field visits etc.

(iv)   Capacity building through National Resource Centres/COE for various themes identified under the Scheme:

   (a) IEC material for capacity building

   (b) National & regional workshops for capacity building

   (c) Giving awards and recognition of best practices

   (d) Up-scaling and replication of best practices and smart solutions

   (e) Research and applied studies

   (f) International cooperation for capacity building and technology development

(v)   Setting up IT portal

(vi)   The Apex Committee will decide on the use of these funds for any other purpose.

5.2.2 5% funds for Professional, Administrative and Office Expenses - State Level/ Implementing Agency

The amount will be utilized by the States/Implementing Agencies for the following purpose:

(i)   Hiring of Project Development and Supervision Consultants, other professionals and support teams on contract to support the implementation of Mission at State/destination levels will be permissible as set out in the guidelines and after following fair and transparent procedures.

(ii)   Institutional arrangements that support Mission implementation will be eligible to be funded.

(iii)   It shall not be used for purchase of vehicles, construction and maintenance of buildings, creation of posts, payment of salary of existing staff and purchase of furniture and fixtures, etc.

5.3 Disbursal of Funds

(i) Proposal stage

The Implementation Agency will be provided funds for meeting the professional fees of the consultant as per the milestones of engagement of the consultant. The consulting agencies will be empaneled by the Ministry and TOR will be issued to the States, which after incorporating state-specific information, will be used for selection of the consultant.
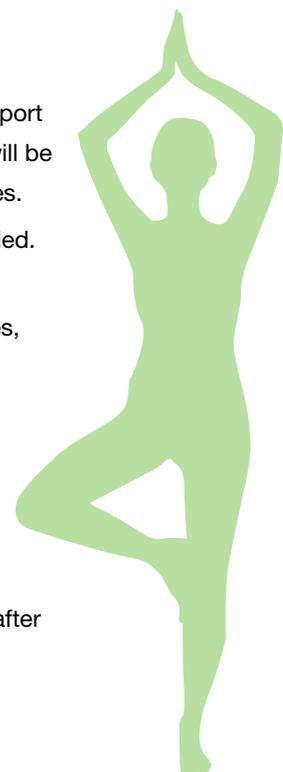
(ii) Sanction of DPR

The funds will be disbursed to the implementing agencies in the following manner:

Sno	Instalment	Condition precedent	Amount to be released
For each package of works after the tender			
1.	1st	• On sanction of project (mobilization advance)	10% of the sanction cost
2.	2nd	• On submission of work orders/ agreements	30% of the tendered cost (after adjusting mobilization advance)
3.	3rd	• Utilization of minimum 100% of the 1st & 75% of the 2nd instalment	35% of the tendered cost
4.	4th	• Utilization of 100% of 1st & 2nd and minimum 75% of the 3rd instalment	30% of the tendered cost
5.	Physical completion of the project	• Utilization of 100% of 1st, 2nd & 3rd and minimum 75% of the 4th instalment	5% of the tendered cost Certificate of 100% physical completion of the project from Implementing Agency countersigned by Administrative Secretary. UC of the amount released so far to be submitted in the prescribed format.Final Project Cost to be frozen. Excess amount, if any, to be refunded to the Ministry.
6.	O&M Costs	Successful completion of annual O&M of the project as certified by an independent agency. (3 years)	O&M costs as per the tendered cost to be paid annually.
7.	Final Closure of the Project	No release of funds. Milestone for final closure of the project	Final Utilization Certificate of funds released to the Implementing Agency to be submitted and project closed by the Ministry.

5.4 Interest earned on project funds

The interest earned on the funds released to the Implementing Agency shall be refunded to the Ministry

5.5 Utilization Certificate

The implementing agency shall submit the Utilization Certificate of the funds released as follows:

(i)   The UC shall be as per Form 12-C of General Financial Rules-2017.

(ii)   The UC shall be verified by Technical/ Engineering Head of the Agency for compliance with technical/ engineering codal formalities

(iii) The UC shall be verified by Finance & Accounts Head of the Agency for compliance with financial and accounting codal formalities.

(iv) The UC should thereafter be countersigned by Administrative Head of the Agency.

(v)   The UC signed by Implementing Agency shall then be countersigned by Administrative Secretary In-charge of Department of Tourism of the State Government and should be forwarded with a forwarding letter from the State Department of Tourism to the Ministry of Tourism.

(vi) Relevant provisions under GFR & related amendments/directions issued by Ministry of Finance, Government of India from time to time towards utilization certificates & refund of unspent amount/interest etc. shall be applicable.

6. NATIONAL INSTITUTIONAL FRAMEWORK

Ziro-Arunachal Pradesh

Ziro-Arunachal Pradesh

6.1 Governance of the Scheme at National level

In order to ensure the successful implementation of the Scheme, it is important that the governance structure of the scheme is well laid out and roles and responsibilities of different entities are clearly defined. The following institutional framework will govern the implementation of the scheme at National level:

(i)   National Steering Committee

(ii)   Central Sanctioning and Monitoring Committee

(iii) Mission Directorate

(iv) National Program Management Unit

6.2 National Steering Committee

6.2.1 Constitution of National Steering Committee

The National Steering Committee (NSC) will be chaired by the Minister of Tourism and will consist of the following members:

(i)	Minister of Tourism	Chairman
(ii)	Secretary, Ministry of Tourism	Vice-chairman
(iii)	Secretary, Ministry of Culture	Member
(iv)	Secretary, Ministry of Urban Development	Member
(v)	Secretary, Ministry of Housing and Urban Affairs	Member
(vi)	Secretary, Ministry of Civil Aviation	Member
(vii)	Secretary, Ministry of Skill Development	Member
(viii)	Secretary, Ministry of Road Transport & Highways	Member
(ix)	Secretary, Ministry of Shipping	Member
(x)	Secretary, Ministry of Environment & Forest	Member
(xi)	Secretary, Ministry of Water Resources, River Development & Ganga Rejuvenation	Member
(xii)	Secretary, Ministry of Rural Development	Member
(xiii)	Secretary, Department of North East Region	Member
(xiv)	Chairman, Railway Board	Member
(xv)	Director-General, ASI	Member
(xvi)	Representative of Tourism and Hospitality Industry	Member
(xvii)	Joint Secretary Incharge of Swadesh Darshan Scheme, Ministry of Tourism	Member Secretary

The Ministries shall not depute the representative below the rank of Joint Secretary.

The Chairperson may invite representatives from any other ministry or organization as special invitees.

6.2.2 Responsibilities of National Steering Committee

The key responsibilities of the National Steering Committee are as follows:

(i)   To provide overall vision and guidance for the scheme

(ii)   To provide a consultative platform for Government and Industry Stakeholders

(iii) To seek support of all Stakeholders for success of the Scheme

(iv)   To review overall performance of the scheme and remove bottlenecks, if any

(v)   To review and recommend any corrections in the implementation of the Scheme

6.3 Central Sanctioning & Monitoring Committee

6.3.1 Constitution of Central Sanctioning and Monitoring Committee

Central Sanctioning & Monitoring Committee (CSMC) will consist of the following:

(i)	Secretary, Ministry of Tourism	Chairperson
(ii)	Secretary, Ministry of Culture	Member
(iii)	Secretary, Ministry of Civil Aviation	Member
(iv)	Secretary, Ministry of Housing and Urban Affairs	Member
(v)	Secretary, Ministry of Road Transport	Member
(vi)	Secretary, Ministry of External Affairs	Member
(vii)	CEO, NITI Aayog	Member
(viii)	Chairman, Railway Board	Member
(ix)	Financial Advisor, Ministry of Tourism	Member
(x)	Additional Secretary, Ministry of Tourism	Member
(xi)	Joint Secretary, Ministry of Tourism, Incharge of Swadesh Darshan Scheme	Member
	Secretary	

The Ministries from serial no. (ii) to (viii) shall not depute officers below the rank of Joint Secretary. The Chairperson may invite representatives of any other Ministry or organization as special invitees, as may be required.

6.3.2 Responsibilities of CSMC

The key responsibilities of Central Sanctioning and Monitoring Committee are:

(i)   To consider the recommendations of Mission Directorate for sanction of the projects under the Scheme

(ii) To review standards for destination development and detailed perspective plans for various themes

(iii) To review progress of the projects from time to time and resolve issues in the implementation of the projects. The decisions of the CSMC will be binding on the project implementation agencies.

(iv) To consider and approve any other matter connected with the Scheme for effective implementation of the Scheme

(v)   To delegate power to Mission Directorate for sanctioning project revisions as may be required for smooth implementation of the Scheme.

6.4 Mission Directorate

6.4.1 Constitution of Mission Directorate

An Officer not below the rank of Joint Secretary in the Ministry of Tourism will be given the Charge

of the Mission as Mission Director. The Mission Directorate will discharge its functions through the following Committee:

(i)	Joint Secretary, Ministry of Tourism, Incharge of Swadesh Darshan Scheme	Chairperson
(ii)	Deputy Secretary, Finance	Member
(iii)	Secretary, Tourism of the concerned State/ UT as per the agenda	Member
(iv)	Representatives of other concerned Ministries	Member
(v)	Representatives of Travel Trade and Hospitality Industry	Member
(vi)	Director/Deputy Director-General M/O Tourism In charge of the concerned Division	

The Chairperson may invite the representatives of any other Ministry or organisation, as may be required as special invitees. The Mission Directorate will be served by the concerned division of the Ministry along   with Central Technical Nodal Agency and National Program Management Unit.

6.4.2   Responsibilities of the Mission Directorate

The key responsibilities of the Mission Directorate are:

(i)   To lay down standard operating procedures in line with the guidelines of the scheme

(ii)   To set up IT portal to make the processes online

(iii)   To coordinate with the States/UTs and Implementing Agencies etc. for effective implementation of the scheme and provide necessary guidance and support

(iv)   To process the project concepts, DPRs and requests for release of payments for approval of the competent authority.

(v)   To identify implementing agencies and projects in consultation with the stakeholders.

(vi)   To engage professional agencies as may be required for the implementation of the scheme.

(vii)   To build the capacity of States/UTs and other implementing agencies for undertaking various activities under the Scheme.

(viii) To monitor specifically O&M arrangements to be put in place on sustainable basis. The Mission Directorate may provide requisite support to the States in terms of guidelines, model documents and transaction advisory support.

(ix)   To encourage the States for opportunities for Private Sector and Public-Private Partnerships in the identified circuits and destinations and facilitate the States in terms of guidelines, model documents and transaction advisory services.

## 6.5 Central Technical Nodal Agency

6.5.1   The Mission Directorate will be supported by India Tourism Development Corporation, which will be the Central Technical Nodal Agency (CTNA) for the scheme. CTNA will provide technical, engineering and other related support to the Ministry and the Mission Directorate. It will in particular provide the following support:

(i)   Evaluation and appraisal of the project concepts

(ii)   Evaluation and appraisal of the cost estimates and DPRs

(iii)   Evaluation of various aspects such as change in design, change in components, change in site, change in cost estimates etc. during the course of implementation of the project if the same require approval by the Ministry.

(iv)   Monitoring of O&M plans and opportunities for private sector and PPP in the identified circuits and destinations

(v)   Capacity building and IEC activities

(vi)   IT support such as portal, mobile applications, MIS Dashboard etc.

(vii)   Any other support in the implementation of the scheme including site visits.

6.5.2   Central Nodal Technical Agency will be paid a percent of the project costs as fees**.**

6.6 National Program Management Unit

A national program management unit (PMU) will provide necessary program management support for the implementation of the Scheme. The national PMU will provide support and assistance in various aspects such as:

(i)   Provide program management support

(ii)   Preparation of Detailed Perspective Plan (DPP) for the identified themes, benchmarks and standards

(iii)   Preparation of toolkits and SOPs

(iv)   Preparation of model RFP/ EOI / agreements

(v)   Support in processing the Project Concept and Detailed Project Reports (DPRs)

(vi)   Provide MIS support in monitoring the scheme

(vii)   Provide support for O&M and PPP

(viii) Provide capacity-building support, documentation of best practices

(ix)   Impact Assessment

(x)   Provide any other related support as may be required

7. STATE INSTITUTIONAL FRAMEWORK

Ropar Wetland-Rupnagar-Punjab

7.1 Governance of the Scheme at State Level

While the core component of the Scheme is to fund tourism and allied infrastructure and tourism services, the larger objective of the scheme is to accelerate growth of domestic tourism in the country. Travel, tourism and hospitality require support of multiple departments and agencies particularly for bringing synergy amongst different schemes and seeking their cooperation. Following Institutional framework will accordingly be put in place at the State level:

- State Steering Committee
- State Mission Director
- Destination Management Committee

7.2 State Steering Committee (SSC)

7.2.1 Constitution of SSC

The State Steering Committee for the scheme will comprise of the following:

(i)	Chief Secretary	Chairperson
(ii)	Administrative Secretary Incharge of Department of Tourism	Member
(iii)	Administrative Secretary Incharge of Urban Local Government (in case project area falls in the city area)	Member
(iv)	Administrative Secretary Incharge of Rural Development (in case project area falls in the rural area)	Member
(v)	Administrative Secretary Incharge of Public Works Department	Member
(vi)	Representative of Ministry of Tourism, Government of India	Member
(vii)	Two Representatives of Tourism Industry	Member
(viii)	State Mission Director	Member Secretary

The Chairperson may invite the representatives of any other Department or organisation, as may be required, as special invitees.

7.2.2 Responsibilities of SSC

The SSC will be responsible for the following functions

(i) To provide overall vision and guidance at the State level

(ii) To recommend project concepts and DPRs under the Scheme to the Central Government

(iii) To review progress of the implementation of the scheme in the State

(iv) To provide synergy with other schemes and programs of Central and State Government particularly relating to infrastructure development, human capital development, job creation and entrepreneurship, investment promotion and marketing and other such programs

(v) To review operation and maintenance plans of the facilities being created for sustainability

(vi) To review the status of various policy measures and reforms to promote tourist safety, tourist experience and growth of tourism sector
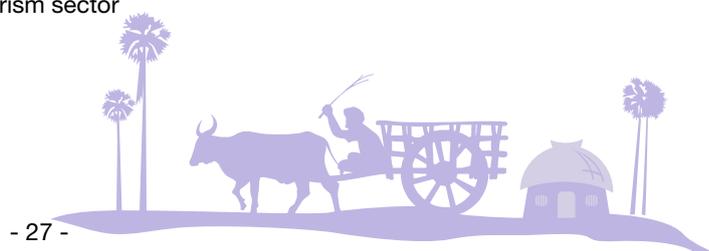
7.3 State Mission Director

The State will designate a Senior Officer as State Mission Director, who will be responsible for day-to-day implementation and monitoring of the projects under the Scheme. He will coordinate with the National Mission Directorate for various aspects of the projects.

7.4 Destination Management Committee

7.4.1 Constitution of Destination Management Committee

The State will set up a Destination Management Committee at the district level under the Chairmanship of the District Collector. The Destination Management Committee will comprise of the following members:

(i)	District Collector	Chairperson
(ii)	Superintendent of Police	Member
(iii)	Commissioner/ EO of Urban Local Body (in case destination falls in the city area)	Member
(iv)	District Head of Department of Rural Development (in case project area falls in the rural area)	Member
(v)	District Head of Department of Public Works	Member
(vi)	District Head of Department of Public Relation	Member
(vii)	District Head/ Representative of Department of Industries	Member
(viii)	District Head/ Representative of Department of Skill Development	Member
(ix)	District head/ representative of Department of Tourism	Member
(x)	Two Representatives of Tourism Industry	Member

The Chairperson may invite the representatives of any other Department or organisation, as may be required, as special invitees.

The Chairperson may designate an Officer under his control to look after development works as Member Secretary of the Committee.

7.4.2 Functions of Destination Management Committee

The DMC will bring synergy in the efforts of various departments and organizations towards promotion of the tourism and will have the following functions:

(i)   To review the implementation of the scheme on ground and resolve the bottlenecks in the implementation

(ii)   To provide synergy with other schemes and programs of Central and State Government at the district level particularly relating to infrastructure development, human capital development, job creation and entrepreneurship, investment promotion and marketing and other such programs to develop and promote tourism

(iii) To review Operation and Management arrangement particularly health, hygiene, safety and overall quality of maintenance of the destination

(iv) To promote skill development and local entrepreneurship for various tourism services

(v)   To perform all other functions of a Destination Management Organization to promote the destination for domestic and international tourists

7.5 State Program Management Unit (SPMU)

Project Development and Management Consultant (PDMC) will provide end to end support for project planning, design, bid process, supervision and monitoring of the Scheme at the State level. It will provide necessary technical and managerial support to State Mission Director and State Steering Committee. The SPMU will perform the following key functions:

(i)   State Perspective Plan

(ii)   Selection of Destinations

(iii) Master Plan of the Destinations

(iv) Preparation of DPRs as per the scheme guidelines

(v)   Tender documents and procurement/ bid process

(vi) Project monitoring

(vii) Capacity building

(viii) Planning for Operations and Management of facilities

(ix) Support for destination management

(x)   Marketing and promotion support

8. MONITORING AND EVALUATION

Thikse Monastery, Leh

8.1 Setting up of Portal for the Scheme

A comprehensive portal on Swadesh Darshan Scheme should be set up, which will serve the Central, State and district authorities to monitor the progress of the scheme and various objectives. All the processes of the scheme will be digitized and will be executed through the portal. It will provide the requisite management and analytical reports and a dashboard. All proceedings of the review meetings at various levels will also be uploaded on the portal.

8.2 Monthly Progress Report

Monthly progress report (MPR) shall be submitted by the State/UT Implementation agency on the 5th of every month online on the portal. All proceedings of the review meetings will also be uploaded on the portal.

8.3 Review by Destination Management Committee

The Destination Management Committee will periodically review the progress of implementation of project and all other functions and responsibilities assigned to it. The proceedings will be uploaded on Swadesh Darshan Portal.

8.4 Review by State Department of Tourism and State Steering Committee

The State Government has a crucial role in the successful implementation of the project and then promoting the destination to attract tourists. The Department of Tourism shall ensure constant review and follow up for resolution of issues. The meeting of the State Steering Committee shall be held periodically and not less than once in a quarter to review the progress and provide necessary guidance.

8.5 Review by Mission Directorate

Mission Directorate (MD) Meeting would be held once a month to review the Project on all parameters with the States either through video/voice call conferencing.

8.6 Review by CSMC

A CSMC meeting would be held once in 3 months (quarter) to review the Project on critical parameters with the States.

8.7 Review by National Steering Committee

The National Steering Committee (NSC) chaired by Hon'ble Tourism Minister would undertake a review of the Scheme once in six months.

8.8 Impact Assessment

The Ministry will regularly evaluate and measure through survey/study by independent agencies to measure the impact and outcome of the scheme on various parameters particularly:

(i)   Increase in tourist footfall, duration of stay and spend at the destination

(ii)   Employment generation at the destination

(iii)   Enhancement of skills of local youth in tourism and hospitality

(iv)   Private sector investment at the destination

ANNEXURE A

ILLUSTRATIVE LIST OF COMPONENTS

All components, which can enhance the tourism potential of the destination except those which are given in the list of non-admissible components will be allowed in the project. An illustrative list of components but not limited to, which can enhance tourism potential, is given below:

i.   Tourism Core Products

(a)   Constructions of Tourist Facilitation Centre, Tourist Interpretation Centre with ATMs/ money exchange counters

(b)   Restoration, conservation, illumination of monuments/ heritage structures

(c)   Construction of craft haats, bazaars, souvenir shops, cafeteria etc.

(d)   Construction of nature trails, watchtowers, rain shelters and allied infrastructure

(e)   Accommodation and stay facilities such as log huts, tourist lodges, tented accommodation, eco-retreats, etc.

ii.   Tourism Activities

(a)   Construction of Convention Centers/Golf Course/Aquamarine Parks /Amusement Parks / Theme Parks

(b)   Construction of facilities to promote Adventure/ Golf/ Cruise/ Rural/ Mice and other such tourism activities

(c)   Provision of equipment for above tourism activities

iii.   Performing Art Infra

(a)   Construction of Open-Air theatres or amphi-theaters

(b)   Constructions of Cultural Centres

(c)   Setting up of Sound & Light Show

iv.   Health, Sanitation and Safety

(a)   Toilets

(b)   Solid Waste Management

(c)   First Aid Centre (including Indian Medicines System)

(d)   CCTV

v.   Connectivity, Wayside Amenities & Parking

(a)   Development/upgradation of passenger terminals for road, rail or water transport providing toilets, cloakroom facilities and waiting rooms

(b)   Procurement of equipment for eco-friendly modes of tourist transport

(c)   Improvement of road (last mile) connectivity leading to tourist sites/ destinations

(d)   Development/ upgradation of helipads, heliports, airstrips, ropeways required for tourist in the identified circuits

(e) Parking facilities for two-wheelers, cars, buses, caravan vehicles

(f) Wayside amenities with emergency vehicle breakdown, repair and refuel facilities

(g) Informatory / directional signages

(h) Improvement in communication through telephone booths, mobile services and internet connectivity

vi. General Site Development

(a) General improvements such as earth filling, landscaping (including trees, shrubs), water fountains, fencing, lighting, pavements/ walkways/ pathways/ driveways, seating facilities/ shelters, drinking water points, garbage bins, stormwater drainage, treatment facilities for sewerage / effluent

(b) External infrastructure such as water supply, sewerage, drainage, electricity, and roads

(c) Shoreline development & rejuvenation of natural water bodies such as rivers, lakes, streams, riverfronts.

(d) Slum upgradation

(e) Wi-fi

vii. Sustainable Tourism

(a) Use of clean energy sources for street lighting

(b) Renewable sources of energy for tourist infrastructure

(c) Environmental care and access to clean technology

(d) All structures developed should be universally accessible (disabled friendly)

viii. Soft Intervention

(a) Asset Mapping

(b) Promotion & Marketing

(c) Capacity Building

(d) Skill Development

(e) Knowledge Management

(f) Digital Technologies and Platforms

ANNEXURE B

SCOPE OF END-TO-END SUPPORT BY PDMC

State Office

PDMC will have one state office (comprising project management and design professionals) at the respective capital city of the state and multiple field offices (comprising project implementation professionals) The PDMC's management and design professionals will be stationed at the state office and will travel to the project cities as per the work requirement.

City Office

The project implementation professionals will be stationed at the destination/city level.

Scope of Work

The scope of PDMC under the Scheme will be divided into the following broad components namely Planning, Design, Supervision and Project Management spread over the following stages:

(i)   State Perspective Plan

(ii)   Selection of Destinations

(iii)   Master Plan for the Selected Destination

(iv)   Detailed Project Report for the identified interventions

(v)   Procurement of Contractors/ Executing Agencies

(vi)   Project Management

(vii)   Project Closure

State Perspective Plans for selection of 2-3 destinations

The PDMC will prepare a State Perspective Plan highlighting the tourism potential, major offerings, attractions and themes of the State. The perspective plan should be based on the key principles of the Scheme and suggest the selection of 5-6 destinations. The Ministry will select 2-3 destinations to be developed under the Scheme.

The perspective plan should analyse various destinations based on the following parameters:

(i)   Major tourism attractions, offerings and themes

(ii)   Connectivity by air, rail and road including local travel

(iii)   Connectivity to any tourist circuit,

(iv)   Current tourism ecosystem

(v)   Future tourism potential

The Ministry will finalize 2-3 destinations in consultation with the States.

Destination Master Plan

Benchmarking and detailed gap assessment

Based on the above, a Destination Concept Plan will be prepared by the PDMC covering the following:

(i)   Brief details of the important tourist destinations of the State

(ii)   Rationale for selection of destinations from amongst other destinations

(iii)   Major offerings of the destinations

(iv)   Connectivity and circuit

(v)   Current tourism ecosystem and future potential of the destinations

(vi)   Ideas for sustainable and responsible tourism practices

(vii)   Ability to attract investment in private sector/PPP

(viii) Consultation with stakeholders such as urban local bodies, local community organizations, industry stakeholders.

(ix)   Shelf of projects – hard and soft interventions

PDMC will build on the available data, information and plans to assess existing levels of services.

DPRs

For project identified and approved under the project concept, PDMC will prepare Detailed Project Reports (DPRs) and Bid Document.

Field/laboratory investigations, surveys, formulation of technical options, design, cost estimates and solutions to resettlement and environmental issues will be made a part of DPR. The finance plan including O&M strategy for the complete life cycle of the project will be an integral part of DPR.

Possibilities to apply smart technologies for providing better and enhanced basic services to the citizens will be explored while formulating the DPR. At the draft DPR stage, first stage consultations will be facilitated by PDMC to engage citizens and get feedback and adopt mid-course correction, if required.

Bid documents for procurement of contractors

The DPR will identify contracting opportunities including exploring options for PPP/ Service Level Agreements or direct contracting and accordingly provide corresponding bid document. Based on the bid document PDMC will support States in the procurement of contracting firms, according to their laws and rules.

Project Execution Support

The PDMCs will provide extensive support in project execution to the State Government and Implementation Agency. It will help in ensuring cost, time and quality compliances as envisaged in the contract agreement. Expertise of PDMC firms will be used by the State and City Governments to make quick decisions so as to ensure timely completion of projects within cost estimates.

All the work has to be done according to the guidelines of the Swadesh Darshan Scheme.

Detailed terms of reference

The detailed Terms of Reference including the specific scope of work, professional staff requirement, payment schedule and implementation arrangement shall be provided in the Request for Proposal (RfP) to be issued by respective State/ Union Territory to the Empanelled Consulting Firms.

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