



SWADESH DARSHAN 2.0 News Compendium '24



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PPPII Guru

(Infrastructure Finance & PPP Expert)

2nd Edition



Development in Debrigarh, Odisha

Debrigarh in Centre's tourist scheme

timesofindia.indiatimes.com Jan 3, 2024,

Sambalpur: The tourism ministry has included Debrigarh wildlife sanctuary in Bargarh district and Khinda in Sambalpur district in the Swadesh Darshan 2.0 scheme.

Union education minister Dharmendra Pradhan had written to Union minister for tourism G Kishan Reddy on December 11, 2023 seeking his personal intervention to include the two places under the scheme.

Pradhan wrote Khinda is the birthplace of freedom fighter Veer Surendra Sai, who led a revolt against the British. His birthplace is an important destination for history enthusiasts.

Similarly, Debrigarh, situated between the Hirakud dam and reservoir, boasts not only of a breathtaking landscape but also holds historical importance due to its association with Sai. He had utilised Barapahad, located within the sanctuary, as his base during the rebellion against the British. TNN

Odisha's Debrigarh, Khinda included in Ministry of Tourism's Swadesh Darshan 2.0 scheme

newindianexpress.com; 04 Jan 2024,

BHUBANESWAR: After Koraput, Debrigarh in Bargarh and Khinda in Sambalpur have been included in the Ministry of Tourism's revamped Swadesh Darshan 2.0 (SD2.0) scheme which aims at developing destination tourism in the country.

Debrigarh Wildlife Sanctuary and Khinda Village will be developed under the scheme as sustainable and responsible destinations with a tourist and destination-centric approach. The ministry will sanction a special package for the two destinations. This was notified by the ministry last week. The move came after Union Minister for Education and Minister of Skill Development & Entrepreneurship Dharmendra Pradhan wrote to While Debrigarh is one of the most sought-after wildlife sanctuaries in Odisha, Khinda, 30 km away from Sambalpur is the birthplace of legendary freedom fighter Veer Surendra Sai. Khinda has been one of the most visited destinations for history enthusiasts who wish to learn about Sai's life and contribution to the Indian Independence movement.

National Tourism Day 2024: 'Sustainable Journeys, Timeless Memories'

etvbharat.com; Jan 24, 2024,

Hyderabad: National Tourism Day is observed nationwide with great enthusiasm on January 25 of each year. The Government of India's Ministry of Tourism creates a special theme for every year, which is observed with great joy. The purpose of National Tourism Day is to raise awareness of and protect Indian culture and its many ancient traditions.

History- According to reports, National Tourism Day was first observed in 1948 after the Indian government formed a tourism committee. The main goal was to preserve national assets and develop well-liked travel destinations across the country,

Theme- The theme for this year's National Tourism Day is "Sustainable Journeys, Timeless Memories', which highlights the idea of responsible and conscious travel,

Celebration of The Day In India- Both national and state-level events are part of the day's celebration around the country. Authorities at all levels plan events, seminars, cultural gatherings, and other programs as part of the celebrations and to promote tourism in their area.

Govt's Steps to Enhance Tourism- The Ministry of Tourism has developed and promoted the nation's tourist industry through a number of projects, programs, and actions over the years. The details are given below:

Projects approved under the "Swadesh Darshan," "National Mission on Pilgrimage Rejuvenation and Spiritual

Mission for Sustainability



Reimagining Tourism in India

Swadesh Darshan 2.0: Tourism Ministry identifies 57 destinations

housing.com/FEBRUARY 8, 2024

The government has notified 57 destinations in the country for development under the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0), tourism minister GK Reddy told the Lok Sabha on February 6.

"In line with the scheme guidelines, the respective state/UT prepares a state-perspective plan and the Ministry of Tourism selects a destination for development accordingly. The ministry has notified 57 destinations in the country for development under the SD2.0," he said.

The ministry launched the Swadesh Darshan Scheme for the development of theme-based tourist circuits. A total of 76 projects were sanctioned under Phase 1 of the scheme. The scheme was revamped as the Swadesh Darshan 2.0 (SD2.0) to develop sustainable and responsible tourism destinations, following a destination and tourism-centric approach.

"The ministry promotes the tourism destinations and tourism products of the country holistically both within the country and overseas markets. Promotions are also undertaken through the website and social media platforms of the ministry. The tourist destinations in the country are also amplified through the different promotional materials, films and other collaterals developed by the ministry. Ministry of tourism also participates in travel fairs/exhibitions in overseas markets to showcase India's tourism destinations and products. In addition, the ministry of tourism releases media campaigns in important

FM Sitharaman doubles allocation for Swadesh Darshan scheme

FEBRUARY 01, 2024

A framework for rating of tourists centres on quality of facilities and services will be put in place to ensure improved facilities, the minister said in her budget speech

The government has more than double the allocation for Integrated Development of Tourist Circuits, better known as Swadesh Darshan, to Rs 1,750 crore for the financial year 2024-25.

States would be encouraged to take up comprehensive development of iconic tourist centres, branding and marketing them at global scale, finance minister Nirmala Sitharaman said while presenting the interim budget on February 1.

"The success of organising G20 meetings in 60 places presented diversity of India to global audience. Our economic strength has made the country an attractive destination for business and conference tourism," she said.

"Our middle class also now aspires to travel and explore. Tourism, including spiritual tourism, has tremendous opportunities for local entrepreneurship."

Reimagining Tourism in India

Govt says 27 new sites identified for development under PRASHAD scheme

Feb 05, 2024,



Twenty-seven new sites have been identified for development under the Centre's [PRASHAD scheme](#), the government informed [Parliament](#) on Monday. Union Minister of Tourism G Kishan Reddy said this in a written response to a query in the Lok Sabha.

He said 57 destinations have also been identified for development under the [Swadesh Darshan 2.0](#) scheme.

The [Union Ministry of Tourism](#) launched the [Pilgrimage](#) Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and the Swadesh Darshan schemes in 2014-15 for developing infrastructure at tourist destinations, including religious sites.

economictimes.indiatimes.com

Tourism Ministry notifies 57 destinations across India under Swadesh Darshan 2.0

indiatodayne.in/ Feb 05, 2024,

The Tourism Ministry has notified 57 destinations across the country under the Swadesh Darshan 2.0 scheme. This was stated by Union Tourism Minister G Kishan Reddy in parliament today.

It was stated that the Ministry has notified 57 destinations in the country for development under SD2.0. The details of the projects sanctioned under the Swadesh Darshan 1.0 Scheme and the destinations notified under SD2.0 Scheme are at Annexure-I.

Noteworthy is that under the Swadesh Darshan 2.0 scheme, Jorhat and Kokrajhar have been selected from Assam. From Arunachal Pradesh, Nacho and Mechuka have been selected. From Manipur, Moirang in Bishnupur district has been selected. Coming to Meghalaya, Shillong and Sohra have been selected. From Mizoram, Aizawl and Champhai have been selected. In Nagaland, Niuland and Chumukedima have been selected. From Sikkim, Gangtok and Gyalshing have been selected. And from Tripura, Agartala and Unakoti have been selected.

The Ministry of Tourism launched the Swadesh Darshan Scheme for development of theme-based tourist circuits. A total of 76 projects have been sanctioned. The Ministry of Tourism has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism-centric approach.

Destination-First Development: India's Tourism Transformation

Himachal Budget 2024-25: Bold Tourism Initiatives Unveiled for Sky Walk Bridge, Heliports and Picturesque Destinations

By Rahul Bhendari - February 17, 2024

Tourist Destinations and Master Plan for Pong Dam:

In a commitment to comprehensive tourism development, a master plan has been prepared for the development and management of Pong Dam under Swadesh Darshan-2. Additionally, the government has identified five new tourist destinations that will be developed to enhance the overall tourism experience. These destinations include Chandratal, Kaza, and Tandi in Lahaul-Spiti, and Rackchham and Nako-Chango-Khab in Kinnaur.

Streamlining Home Stay Units:

Acknowledging the importance of providing quality facilities to tourists, Chief Minister Sukhu announced the inclusion of all Home Stay Units in the state under the ambit of the 'Himachal Pradesh Tourism Development and Registration Act.' This strategic move aims to streamline operations, ensuring improved services and experiences for visitors.

Leh And Kargil Chosen For Swadesh Darshan 2.0

outlooktraveller.com 10 Feb 2024,

In a significant move, the government has identified Leh and Kargil in Ladakh for development under the Swadesh Darshan 2.0 initiative, according to a statement made by Union Tourism Minister G Kishan Reddy in Parliament.

As part of the Swadesh Darshan Scheme, the government has undertaken projects to boost tourism in Ladakh, including the development of key destinations like Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil-Leh. The total project cost is INR 77.33 crore, with INR 13.43 crore allocated for developing tourist facilities in [Kargil and Leh](#). This project, sanctioned in 2016-17, aims to enhance the tourism experience in Ladakh.

Additionally, another project covering Anantnag-Pulwama-Kishtwar-Pahalgam-Zaskar-Padum-Daksum-Ranjit Sagar Dam, with a total cost of INR 86.39 crore, includes INR 9.45 crore designated for the development of tourist facilities at Zaskar-Padum in Ladakh. Both projects fall under the revamped Swadesh Darshan Scheme, now known as Swadesh Darshan 2.0 (SD 2.0), focusing on sustainable and responsible destination development.

Bridging Heritage and Innovation

Ajanta & Ellora now part of Swadesh Darshan scheme

Feb 7, 2024,



Chhatrapati Sambhajinagar: The Ministry of Tourism has included the UNESCO World Heritage sites of

Ajanta and Ellora caves in Chhatrapati Sambhajinagar in its Swadesh Darshan Scheme II.

Launched in 2015, the scheme aims at developing sustainable and responsible tourism destinations in the country.

Architect Ajay Kulkarni, a member of non-profit group Indian National Trust for Art and Cultural Heritage (INTACH), said that the Ajanta and Ellora caves should have become a part of Swadesh Darshan Scheme long ago.

Tourism Ministry identifies Amritsar and Kapurthala for development under Swadesh Darshan 2.0 Scheme: MP

Sanjeev Arora

punjabnewsexpress.com February 18, 2024

LUDHIANA: The Union Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination and tourism-centric approach. A total of 57 destinations have been identified for development under SD 2.0 Scheme. Amritsar and Kapurthala destinations have been identified for development in the State of Punjab under SD 2.0 Scheme.

This has been stated by the Union Minister of Tourism G Kishan Reddy in an answer to a question on "Tourism Development Projects for the State of Punjab" asked by MP (Rajya Sabha) Sanjeev Arora in the recently concluded interim budget session of Rajya Sabha. Arora had asked about the proposed tourism development projects for the State of Punjab under the Central Sector Scheme; and the details of such projects undertaken, State/UT-wise.

In a statement here today, Arora said the Minister stated in his answer that the Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/ Union Territory Administrations/Central Agencies for the development of tourism-related

Destination-First Development: India's Tourism Transformation

Revamping of Azad park on cards under Swadesh Darshan Scheme

Mar 09, 2024

Chandrashekhar Azad park in India to be beautified under Swadesh Darshan Scheme 2.0, with ₹13 crore budget for phase-1. New attractions for visitors include play area, cafeteria, and facade lighting.

Centrally located Chandrashekhar Azad park, the lungs of the city, will soon have added attractions for visitors, including children. Under the Swadesh Darshan Scheme 2.0 of Prime Minister Narendra Modi, the Tourism Ministry will soon develop and beautify the park.

A budget of ₹13 crore has been approved for the works. Officials said with an objective of promoting tourism and beautification, Victoria Memorial will be equipped with facade lighting, and beautification of Kalpvriksh will also be undertaken.

PM Modi virtually inaugurates Swadesh Darshan 2.0 tourism projects in Kumarakom

: March 07, 2024 C

Kottayam: The various tourism projects that are part of the Ministry of Tourism's Swadesh Darshan Scheme 2.0 were inaugurated at Kumarakom today. Prime Minister Narendra Modi inaugurated the projects virtually at 11 am. The event held at KTDC's Waterscapes Hall at Kavanattinkara was presided over by Minister PA Muhammad Riyas. Meanwhile, Minister VN Vasavan was the chief guest.

Swadesh Darshan 2.0 is a unique tourism project that focusses on sustainable tourism and responsible tourism. A whopping Rs 70 crore has been allotted for the various tourism projects in Kumarakom. Meanwhile, the project would be executed in four stages. In the first phase, the bird sanctuary in Kumarakam would be upgraded into an eco-tourism centre. Rs 13.53 crore would be granted for this.

PM Modi launches work to boost tourism at Karaikal temple, beach

The event at Thirunallar was part of the PM's programme from Srinagar launching projects worth a total of Rs 6,400 crore across the country.

Updated on: 08 Mar 2024, 8:09 am · 2 min read



KARAIKAL: Prime Minister Narendra Modi on Wednesday virtually launched projects worth a total Rs 40 crore towards the development of infrastructure around Lord Dharbaranyeswarar Temple and the improvement of tourism facilities at Karaikal Beach.

The projects are expected to be completed within two years. The event at Thirunallar was part of the PM's programme from Srinagar launching projects worth a total of Rs 6,400 crore across the country. Puducherry Lieutenant Governor Tamilisai Soundararajan and Chief Minister N Rangasamy joined via videoconferencing.

According to Puducherry tourism department, a proposal was sent to the Union Ministry of Tourism to develop the infrastructure around Lord Dharbaranyeswarar Temple at Rs 41 crore under PRASHAD Scheme. The Union government granted Rs 20 crore as first instalment.

PM launches projects over Rs 1,400 cr under Swadesh Darshan, PRASHAD

March 8, 2024: Prime Minister [Narendra Modi](#) on March 7 dedicated nine tourism infrastructure projects, spread across the country, developed under the [Swadesh Darshan](#) and the Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) schemes, worth Rs 469 crore through video conferencing from [Srinagar](#).

Further, 43 other projects for Rs 963 crore were also launched by the PM under the Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) schemes of the ministry of tourism. The project launch events were carried out at all the 52 destinations, simultaneously, by co-ordinated efforts of the Ministry of Tourism, State Government / UT administrations and local authorities.

The projects included 3 projects under the PRASHAD Scheme (Hazratbal-Srinagar, Jogulamba-Telangana, Amarkantak-Madhya Pradesh) worth Rs 129.35 crore. Some of the major interventions developed in the projects include pilgrim facilitation centre, ghat development, façade illumination, sound & light show, parking, queue complex, safety & security infrastructure, etc.

Besides, 14 projects across Andhra Pradesh, Bihar, Goa, Himachal Pradesh, Karnataka, Madhya Pradesh, Mizoram, Puducherry, Rajasthan, Tamil Nadu and Telangana worth Rs 320.8 crore were also launched to further develop untouched pilgrimage and heritage sites.

Tourism for Tomorrow: India's Sustainable Vision

PM Modi launches two tourism projects in AP

Mar 8, 2024,

Visakhapatnam: Prime Minister Narendra Modi on Thursday virtually launched two major tourism infrastructure projects in the state.

Under Swadesh Darshan 2.0 scheme, development of pilgrimage amenities at Sri Varaha Lakshmi Narasimha Swami Devasthanam at Simhachalam temple in Visakhapatnam and Borra Caves (pic) experience project will be taken up.

The Union ministry of tourism under Swadesh Darshan and Prasad schemes has been providing financial assistance to states and Union Territories for development of tourism infrastructure in the country.

PM inaugurates projects to boost religious tourism

Mar 8, 2024,

Chief minister Mohan Yadav participated in the programme from Chitrakoot, where he announced setting up of Chitrakoot Development Authority. This authority aims to facilitate coordinated development and overall progress in Chitrakoot by fostering collaboration between urban bodies and gram panchayats across Uttar Pradesh and Madhya Pradesh.

PM Modi said that six projects have been dedicated under Swadesh Darshan. "Simultaneously, Swadesh Darshan 2.0 has been launched and 30 projects in other places of the country including Jammu and Kashmir have been started. Three projects have been launched under Prasad Yojana. The government has identified more than 40 sites which will be developed as tourist destinations in the next 2

Tourism for Tomorrow: India's Sustainable Vision

Swadesh Darshan 2.0 to shore up amenities at Hampi

March 07, 2024

The Ministry of Tourism has approved establishing "Traveler Nooks" at the UNESCO World Heritage site of Hampi in the State.

The project taken up under Swadesh Darshan 2.0 is the second in the State after the one in Mysuru and it will offer valuable services, amenities and tourist information support for which repurposed shipping containers will be used.

PM initiates tourism projects worth Rs 85 cr in state

SHILLONG, March 7: Prime Minister Narendra Modi on Thursday virtually laid the foundation stone for the Rs 32 crore Mawmluh Exponential Centre and Sohra waterfall trails estimated to cost Rs 27 crore.

"We are honoured and pleased that Prime Minister Narendra Modi laid the foundation stone of these two projects," Tourism Minister Paul Lyngdoh said after attending a virtual meeting with the PM.

"These projects will be taken up under the Swadesh Darshan 2.0 programme and the Prime Minister was also kind enough to have virtually inaugurated the Development of North East Tourism circuit," he said.

"The projects that were inaugurated are worth Rs 85 crore. These include the Krang Suri Falls and other sites within Meghalaya whose details will be circulated," he added.

Lyngdoh said these projects will strengthen the tourism infrastructure in the state and ensure a better experience for the tourists.

"For instance, the waterfall trails will be a circuit connecting various waterfalls of the Sohra region while the one-of-a-kind Mawmluh exponential centre is linked to the Meghalayan Age, the geological age of our state determined globally," he said.

The minister also said Chief Minister Conrad K. Sangma will lay the foundation stones for the Mawlyndep tourism complex near Umiam and a futsal ground at Lower Mawprem on Friday.

Among the other projects the PM inaugurated remotely was the Katta Beel Tourist Facilitation Centre at Norgorpara village in South West Garo Hills.

The inauguration programme held in Ampati was attended by dignitaries including Rangsakona MLA Subir Marak, MDCs of Norgorpara and Boldamgre, Linekar Sangma and Stevie Marak, Soradini Sangma (mother of the Chief Minister), Under Secretary to the Union Ministry of Tourism, Manju Mann, Superintendent of Police Vikas Kumar, district heads, principals and heads of institutions, and NGO representatives.

The tourist facilitation centre, sanctioned in 2019-2020 for approximately Rs 2.65 crore, has five rooms with attached baths on the first floor and a kitchen, cafeteria, and lounge area on the ground floor.

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Tourism for Tomorrow: India's Sustainable Vision

Explore Mysuru on tonga; Karanji lake will be linked with zoo and Regional Museum of Natural History in Swadesh Darshan initiative

The project will enhance the experience of people visiting Mysuru and provide a good look into the city's abundant natural beauty

March 07, 2024 |

Explore Mysuru in a tonga

A tonga is a horse-drawn carriage with two wheels while a sarot has four wheels. Under the Tonga Ride Heritage Experience Zone, an innovative project is being launched to invigorate and breathe life back into the rich history of Mysuru. Three tonga stands and two horse stables will be created to encourage tourists to explore Mysuru's heritage zone in ornate tongas.

Tourists will be provided with information pertaining to historical sites as they explore the heritage zone on a tonga. The proposed project offers sustainable tourism opportunities that boost the local economy and promote community involvement.

At present, the city has approximately 50 tongas and 25 sarots. The project envisages curated trips, welfare measure for animals, new routes to bring the charm of yesteryears to present-day travellers.

The details were shared with the media in the presence of Mysuru MP Pratap Simmha, MLA T.S. Srivatsa, Deputy Commissioner K.V. Rajendra, Commissioner of Police B. Ramesh, and Commissioner of Department of Archaeology Museums and Heritage A. Devara.

Inclusion of Naimisaranya and Prayagraj in Swadesh Darshan Scheme will spur tourism: UP Tourism minister

March 7, 2024

Prime Minister Narendra Modi gifted two projects worth Rs 29 crore to Sitapur and Prayagraj under Centre's Swadesh Darshan 2.0 via video conferencing from Srinagar on Thursday.

Naimisaranya is located at the junction of the roads from Sitapur and Khairabad.

State Tourism and Culture Minister Jaiveer Singh attended the event at the Satsang Bhawan auditorium in Naimish in Sitapur district.

Advertisement

An amount of Rs 13.02 crore has been approved for projects including Prayagraj World Art, Mini Bus, Parking, and Toilets under the first phase of integrated tourism development. Additionally, under the Vedic Wellness Experience Scheme in Naimisharanya, about Rs 15.95 crore has been sanctioned for jetty and boats, sound and light shows, and other works on the Gomati River.

Public-Private Partnership in Tourism

PM dedicates two Swadesh Darshan projects virtually

Mar 8, 2024,

Lucknow: Two projects worth Rs 29 crore sanctioned for Sitapur and Prayagraj under Swadesh Darshan 2.0 were dedicated to the people by Prime Minister Narendra Modi from Srinagar via a video conferencing on Thursday.

Officials said that Rs 13.02 crore has been approved for projects like Prayagraj World Art, mini bus, parking and toilets under the first phase of integrated tourism development.

The minister said that boating facilities will also be introduced on the Gomati River under the Swadesh Darshan Yojana 2.0 to enhance the tourist experience in Naimish. tnn

Niuland, Chümoukedima chosen by Swadesh Darshan 2.0 scheme

NAGALAND 📅 3rd March 2024

Kohima, March 3 (MExN): The Ministry of Tourism of the Government of India initiated the Swadesh Darshan Scheme in 2015 to promote sustainable and responsible tourism across the country.

To date, the scheme has approved 76 projects. Swadesh Darshan 2.0, an updated version of the scheme, prioritizes local tourism to make India a self-sufficient tourism destination. The scheme aspires to develop tourism and allied infrastructure, tourism services, human capital development, destination management and promotion, and policy and institutional reforms. Its overarching aim is to engender sustainable and responsible tourist destinations in the country, adopting a destination-centric approach.

The scheme identifies eight major themes for tourism, including Culture and Heritage, Adventure Tourism, Ecotourism, Wellness Tourism, MICE Tourism, Rural Tourism, Beach Tourism, and Cruises – Ocean & Inland.

PM launches 'Unlock Nacho Expedition' project

March 8, 2024

The Arunachal Times



DAPORIJO, 7 Mar: Prime Minister Narendra Modi on Thursday launched a tourism project titled 'Unlock Nacho Expedition', for Nacho in Upper Subansiri district.

The PM launched 52 similar projects across the country during a centralised virtual ceremony

from Srinagar (J&K) on the same day.

The launch function for Nacho was held here, in the presence of Tourism Minister Nakap Nalo, HoDs, DMC members, and other stakeholders.

The union tourism ministry has, in concurrence with the state government, identified and sanctioned projects in two places – Nacho and Mechukha (Shi-Yomi) – under its Swadesh Darshan 2.0 scheme.

With its focus on tapping the adventure and wellness potential of Nacho, the project will have an adventure & wellness zone along the Subansiri riverbank, which will offer archery, angling, kayaking, and many more activities, in addition to preserving the traditional values.

Tourism for Tomorrow: India's Sustainable Vision



Public-Private Partnership in Tourism

Champawat, Pithoragarh District Included in Swadesh Darshan Yojana 2.0

14-03-2024

The Ministry of Tourism, Government of India, has included Champawat and Pithoragarh, two border districts of Uttarakhand, in the Swadesh Darshan 2.0 scheme.

- This initiative aims to promote tourism activities and develop these areas from a tourism perspective, providing basic facilities to visitors.
- In fact, after joining Swadesh Darshan 2.0, these remote districts of Uttarakhand will be able to connect with the mainstream of development through tourism.
- However, there is immense potential for tourism in Pithoragarh district because this district is equipped with mountains, rivers, waterfalls and high hills.
- The tourists coming here like this thing very much. At present, Gunji has been included in the Swadesh Darshan Scheme, where development work in the field of tourism is to be done for Rs 75 crore.

About Swadesh Darshan Scheme

The Swadesh Darshan Scheme, a Central Sector Scheme, has been introduced by the Ministry of Tourism of the Government of India for the integrated development of theme-based tourist circuits. The initiative aims to develop, broaden, and maximize the potential of India's tourism sector. This website will detail the purpose, significance, and other aspects of the Swadesh Darshan Scheme.

- This initiative should work alongside programs like Swachh Bharat Abhiyan, Skill India, and Make in India to fully utilize tourism's potential and establish it as a key contributor to job creation and economic growth.

Swadesh Darshan 2.0: Destination Management Committee meets to strategize tourism development in Gyalshing

04:58 PM Apr 30, 2024 |

GYALSHING, (IPR): A meeting of Destination Management Committee constituted under Swadesh Darshan 2.0 program was held at the conference hall of District Administrative Centre, Rabdentse today.

The meeting chaired by Gyalshing DC and chairman of the committee, M. Bharani Kumaar and attended by SP J. Jayapandian, SDM (HQ) Tirsang Tamang, (ADC (Dev) Surat Gurung, Building & Housing SE Ashok Chettri, ACF(T) Milan Kumar Subba, Roads & Bridges AE Santosh Singh, Education AD Dinesh Pradhan, Tourism AD Dorjee T. Bhutia, PHE AE Pradeep Limboo, AE, Ecclesiastical department's Nawang G. Bhutia, DIC (Jorethang) inspector Dhiraj Jairu, Swadesh Darshan 2.0 project coordinators Naveen Pahal and Gaurika Grover and others.

The meeting deliberated on crucial strategies and initiatives aimed at advancing tourism development in the region.

Experience India: The Swadesh Darshan 2.0 Promise

Sikkim tourism launches two new projects under Swadesh Darshan 2.0

May 15, 2024, |

A two-day workshop on Tourism Awareness under the District Disaster Management Authority (DDMA) for Gangtok concluded recently.

Organized by the Tourism and Civil Aviation Department of the Sikkim Government, the workshop was held under the Swadesh Darshan 2.0 initiative.

The event took place in the conference hall of the Tourism & Aviation Department and saw the presence of several officials including Prakash Chhetri, Secretary of the Tourism & Civil Aviation Department, and Bandana Chhetri, Additional Secretary.

Chhetri expressed his gratitude to the participants and emphasized the importance of tourism as a vital revenue source. He also encouraged the promotion of Rural Tourism for sustainable development.

Two new projects were launched under Swadesh Darshan 2.0 by the Ministry of Tourism - the Gangtok Cultural Village at Namli and the Eco-Wellness Experience at Yuksom Cluster, Gyalshing in Sikkim.

The workshop also included sessions on responsible and sustainable tourism, IT-enabled services, behavioral and communication skills, and adventure tourism.

Workshop on Tourism Awareness under DDMA for Gangtok, under Swadesh Darshan 2.0

Date: 14-May-2024

Gangtok, May 14 (IPR): The two days workshop on Tourism Awareness- Destination Development Activity for Gangtok destination in collaboration with District Administration, Gangtok under Swadesh Darshan 2.0 organised by Tourism & Civil Aviation Department, Government of Sikkim, commenced at the conference hall of Tourism & Aviation Department, today.

The workshop was attended by Mr CS Rao, Principal Secretary, Tourism and Civil Aviation Department, Dr Prerna Chamling, Additional Secretary cum Administrator, Institute of Hotel Management, Mr Neeraj Pradhan, Principal Chief Engineer, Mr Satya Prakash Rai, Additional Chief Engineer and also the Nodal Officer for Swadesh Darshan 2.0, Ms Vijeta Chhetri, Assistant Director, Hospitality, Mr Anurag Asthana, Manager, Ministry of Tourism, officials from Tourism & Aviation Department and Tourism Stakeholders, Travel Agents Association of Sikkim, (TAAS) Sikkim Hotel and Restaurants Association, (SHRA) Homestay Association of Sikkim, (HAS) Sikkim United Travel Organisation, (SUTO) Sikkim Tourist Guide Association (STGA) and Sikkim Amateur Mountaineering Association (SAMA) as participants.

Under the Ministry of Tourism, the programme is under Destination Development Management Activities (DDMA) for Gangtok, under Swadesh Darshan 2.0.

Mr CS Rao, in his brief address, majorly emphasised on Gangtok Cultural Village at Namli, Gangtok to be constructed on 4.5 acres of land to showcase Sikkim's diverse communities through cultural huts, an Organic Haat, a Flora Fantasy Zone, a Zen Garden, a riverside walkway, and a kids' play area.

Subsequently, he also mentioned about the Eco-Wellness Experience at Yuksom Cluster, Gyalshing in Sikkim.

Digital Tourism Revolution

New report showcases India's potential as a global heritage tourism leader

Jul 13, 2024 :

The heritage tourism sector, a significant contributor to job creation and economic growth, is undergoing a transformative phase. To showcase its importance, address challenges, and outline future strategies, the PHD Chamber of Commerce and Industry (PHDCCI) and KPMG in India have launched a comprehensive report titled 'Heritage Tourism as a Tool for Sustainable Tourism'. This report was unveiled at the 13th edition of PHDCCI's International Heritage Tourism Conclave.

The report explores the sector's vital role in sustainable development, emphasising the delicate balance between cultural preservation and economic growth. It highlights seven essential pillars for sustainable heritage tourism development, including effective government initiatives, strategic marketing, and international recognition.

Tourism gets a budget of INR 2485 crore; Swadesh Darshan 2.0 INR 1750 crore

Jul 23, 2024 :



The budget estimates for the ministry of tourism in the budget for 2024-25 is INR 2484.89 crore.

There has been no change in the annual allocation for Tourism in the full-budget presented by finance minister, Nirmala Sitharaman in parliament today. The budget estimates for the ministry of tourism in the budget for 2024-25 is INR 2484.89 crore, which is a small increment compared

to the budget estimates of the previous financial year, at INR 2400 crore. The revised estimate for tourism was INR 1697 crore.

Experience India: The Swadesh Darshan 2.0 Promise

Government selects 57 tourist destinations under Swadesh Darshan 2.0

Jul 26, 2024

As part of Swadesh Darshan 2.0, the government has sanctioned a total of Rs 644.00 crore to enhance tourism in different states across the country.

The government has also identified 42 destinations under the Challenge-Based Destination Development (CBDD) Scheme.

CBDD scheme is a sub-scheme of the Swadesh Darshan and separate guidelines have been issued for it.

In addition, these 11 spiritual destinations have also been identified as part of the scheme.

Also identified are 10 eco-tourism sites and Amrit Dharohar Destinations across the country.

Ministry Of Tourism Launches Initiatives To Promote Green Tourism Across India

Jul 29, 2024

As per UNWTO barometer, May 2024, International tourism is experiencing a rapid recovery in Asia and Pacific where arrivals reached 82% of pre-pandemic levels in Q1 2024. India shows one of the strongest recoveries in Asia and Pacific region where arrivals reached 89% of pre-pandemic levels in the same period.

To position India as a preferred global destination for sustainable and responsible tourism, Ministry of Tourism has formulated National Strategy for Sustainable Tourism. The following strategic pillars have been identified for the development of sustainable tourism: -

- (i) Promoting Environmental Sustainability
- (ii) Protecting Biodiversity
- (iii) Promoting Economic Sustainability
- (iv) Promoting Socio-Cultural Sustainability
- (v) Scheme for Certification of Sustainable Tourism
- (vi) IEC and Capacity Building
- (vii) Governance

North-east development via S.D 2.0 mission

Sikkim government conducts massive cleanliness drive at Nathula on Indo-China border

Jul 01, 2024,

A massive cleanliness drive was conducted at Nathula on the Indo-China border on 1st July 2024.

The event was organised by the Tourism and Civil Aviation Department in collaboration with **Swadesh** Darshan 2.0, the Ministry of Tourism, the Government of India, and all tourism stakeholders.

The drive saw participation from 200 individuals, including officers and staff from the Tourism and Civil Aviation Department, Army personnel posted at Nathula, Sikkim Police personnel from the Sikkim Police Check Post, JN Axis, and Forest Department.

Budget 2024: Nirmala Sitharaman assures to support Odisha tourism

HRAO member Debashish Patnaik termed it as a positive budget for the state's tourism industry. "Since the Centre is yet to release a specific plan for state's tourism, it should first focus on creating tourism infrastructure. For funds that the Centre allots for the purpose, the state should provide a matching grant. Only then will the sector grow and generate employment," said Patnaik.

In the state budget last year, the tourism sector received an increased outlay of Rs 660 crore. In 2022-23, the budgetary allocation was Rs 590 crore.

The Union Budget announcement comes after the BJP won the state Assembly elections by defeating the BJD. So far, the Ministry of Tourism has implemented two tourism schemes in Odisha which are Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) scheme and **Swadesh** Darshan 2.0.

24 Jul 2024,

Experience India in a sustainable way

Gujarat among top three states attracting foreign tourist visits in 2023

July 24, 2024

Delhi: Gujarat has become one of the top three Indian states in attracting foreign tourists.

According to the Ministry of Tourism, Gujarat's foreign tourist visits (FTVs) increased from 11,319 in 2021 to 1,777,215 in 2022 and reached 2,806,871 in 2023. Gajendra Singh Shekhawat, the Minister of Tourism shared information on FTVs across India in a written response to the Rajya Sabha on 22nd July.

Compared to other major states, Gujarat's 2023 FTV figures are among the highest. Maharashtra led with 3,387,739 FTVs, followed by Rajasthan with 1,699,869. Gujarat ranks third, indicating successful tourism strategies and growing international interest.

The increase in Gujarat's foreign tourist arrivals aligns with the broader national trend of tourism recovery post-pandemic. Domestic tourism in Gujarat has returned to pre-pandemic levels, with foreign arrivals expected to follow by 2024.

Raipur Diary | Raipur's skywalk project to be completed

31 Jul 2024,

The project on skywalk (elevated pedestrian lane), mired in controversy and lying incomplete for years in the heart of Raipur, finally gets the green nod from the Vishnu Deo Sai government and will be completed in accordance to the pre-approved drawing and design. The construction of skywalk, first such project in the state intended to facilitate convenience in the most busy route, began during the third term of Raman Singh (BJP) government at an initial budget of Rs 48 crore. Earlier, it witnessed political slugfest, besides criticism of being unscientific and not suited for capital Raipur.

New roster system in High Court

In a major initiative by the Chhattisgarh high court for the first time in 24 years, there will be four division bench constituted besides two special bench and 15 single bench under the new roster system. The proceedings accordingly have begun last week in all the benches and the practice is expected to swiftly dispose off pending cases. The division bench of Chief Justice Ramesh Sinha and Justice Ravindra Agrawal will hear writ petitions, PIL, writ appeal, defamation petition among others. All 4 benches will hear cases till 1:30 pm and later, they will hear in single bench.

Experience India: The Swadesh Darshan 2.0 Promise

Mayem to get funding for eco-tourism infra as part of Swadesh Darshan 2.0

Aug 19, 2024,



In Phase 1 of the Mayem lake development project, the area around the lake was...

Panaji: As part of the revamped Swadesh Darshan 2.0 scheme, the Centre has picked Mayem as one of the 42 destinations for development under the Challenge Based Destination Development (CBDD) sub-scheme.

Mayem has been selected for development as an 'Ecotourism and Amrit Dharohar Destination', which could see Goa Tourism Development

Corporation (GTDC) creating large-scale infrastructure for a wellness, spiritual, and cultural centre at Mayem.

Swadesh Darshan 2.0: Old DC office in Mysuru to become a museum

August 28, 2024



A sum of ₹70 crore has been released for the development of tourist destinations in and around Mysuru under Swadesh Darshan 2.0 of the Ministry of Tourism, Government of India, and detailed project reports (DPRs) for Tonga Ride Heritage Experience Zone and the Eco Experience Zone for a sum of ₹21.17 crore had been submitted under the project.

This was disclosed by Deputy Commissioner G. Lakshmikanth Reddy while presiding over a meeting at his office here on Wednesday in connection with the preparation of DPRs for projects under Swadesh Darshan 2.0.

Green Tourism Pathways

India's Administration Paves the Way for Tourism Growth with Swadesh Darshan 2.0

September 8, 2024

11 Sep 08, 2024 IST

The UT Administration is preparing to elevate its tourism offerings under the Swadesh Darshan 2.0 initiative. This ambitious project focuses on creating a wide range of tourism products that reflect the city's unique regional strengths, popular attractions, and overall tourism profile.

A report, commissioned by the Union Ministry of Tourism and developed by a hired consultant, underscores the city's immense potential in MICE (meetings, incentives, conferences, and exhibitions) tourism. With its strategic location, top-notch infrastructure, and cosmopolitan appeal, the city is perfectly positioned to host corporate events and large-scale conferences.

Catering to business travellers

The city's iconic architecture, rich cultural heritage, and diverse accommodation options offer a distinctive experience for business travellers. Its favourable climate and safe environment further boost its attractiveness as a premier MICE destination. Expanding its meeting facilities and building a strong MICE brand presence could dramatically increase its tourism appeal.

Administration set to boost tourism with Swadesh Darshan 2.0 initiative

11 Sep 08, 2024 IST

Report recommends building state-of-the-art convention centre in city

The UT Administration is gearing up to enhance its tourism offerings. As part of the Swadesh Darshan 2.0 scheme, a comprehensive range of tourism products is being developed to align with the city's regional potential, tourist attractions and overall tourism profile.

According to an inception report prepared by a consultant hired by the Union Ministry of Tourism, the city holds immense potential for MICE (meetings, incentives, conferences and exhibitions) tourism. The strategic location, excellent infrastructure and cosmopolitan atmosphere position the city as an attractive destination for hosting corporate events and large-scale conferences.

Green Tourism Pathways

World Tourism Day: Promoting Rural Tourism Through 'Dekho Apna Desh' Initiative

To boost rural tourism, the government has launched the Best Tourism Villages Competition to honour a village that best exemplifies a tourism destination which preserves cultural and natural assets, promotes community-based values and lifestyles and has a clear commitment to sustainability in all its aspects - economic, social and environmental.

Besides Rural Tourism, the ministry has formulated national strategies for promotion of Rural Homestays, Ecotourism, Adventure Tourism, Medical and Wellness Tourism, Sustainable Tourism and MICE industry. The **Swadesh** Darshan Scheme has been revamped as **Swadesh** Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a destination centric approach.

The ministry has sanctioned 29 projects involving a total cost of Rs.644 crore under SD2.0 Scheme. It has formulated guidelines for 'Challenge Based Destination Development' as a sub-scheme of **Swadesh** Darshan 2.0 Scheme to enhance tourist experience and to transform tourist destinations as sustainable and responsible destinations. The National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (**PRASHAD**) Scheme has been launched for the development of tourism infrastructure and tourist amenities at identified pilgrimage/heritage destinations in the country.

27 September, 2024

150 million-year-old Borra Caves near Visakhapatnam to get a facelift soon under Swadesh Darshan 2.0

September 26, 2024 |

The master plan includes development of dedicated parking areas, EV charging points and viewpoints at an estimated cost of ₹30 crore

A large-scale revamp of tourist facilities is being planned at Borra Caves under the Swadesh Darshan 2.0.

Under the scheme, the Ministry of Tourism, Government of India, has proposed to develop a host of amenities at the million-year-old caves at an estimated cost of ₹30 crore. A master plan has been prepared to develop state-of-the-art facilities at the tourist destination.

Green Tourism Pathways

Centre ropes in professionals for tourism infra push

The goal is to position India as a top global tourism destination, said officials.

NEW DELHI: The ministry of tourism has kickstarted the process to engage a team of private professionals for the effective implementation of its destination development schemes such as **Swadesh** Darshan 2.0 and Prashad.

These schemes aim at developing 'world-class infrastructure' at tourist places, enhancing tourist experiences, and boosting community participation.

The team — National Programme Management Unit (NPMU) — will primarily review the Detailed Project Reports (DPR), focus on the evaluation of drawings and maps to ensure that the proposals are feasible and according to the industry standards.

The goal is to position India as a top global tourism destination, said officials.

To appoint the NPMU, the ministry has already invited the bid and so far received over 170 queries. It is expected to complete the process this month, after which the Letter of Award will be issued.

12 Oct 2024,

Goa's Colva beach to get infra boost under Swadesh Darshan scheme: Minister

Oct 19 2024 |



The Colva beach in South Goa is set to undergo comprehensive infrastructure development under the Swadesh Darshan Scheme 2.0, a state minister has said.

The project aims to enhance the visitor experience while preserving the local environment and supporting the livelihoods of local residents, state Tourism Minister Rohan Khaunte said on Friday.

The minister along with local MLA Venzy Viegas, Margao legislator Digamber Kamat and other stakeholders inspected the Colva beach on Friday. Talking to reporters later, Khaunte said the first phase of the project is set to commence after January 5, next year.

It will focus on resolving the critical infrastructure issues while ensuring minimal disruption to the daily operations of local vendors and businesses, he said.

Revolution of Southern states

Deputy CM Pawan Kalyan meets Union Ministers, seeks funds for Andhra Pradesh

THE NEW
INDIAN EXPRESS

Elaborating on the AP Tourism Policy, he urged the Centre to release Rs 250 crore under the Special Assistance to State for Capital Investment. 27 Nov 2024,

VIJAYAWADA: Deputy Chief Minister Pawan Kalyan has a busy day in New Delhi on the first day of his two-day visit to the national capital. He held a series of meetings with several Union Ministers, including Finance Minister Nirmala Sitharaman on Tuesday. Pawan Kalyan is expected to meet Prime Minister Narendra Modi in Parliament on Wednesday.

Soon after landing in the national capital, Pawan Kalyan met Union Minister for Culture and Tourism Gajendra Singh Shekhawat, and discussed issues related to development of tourism in Andhra Pradesh, especially temple, eco, adventure and heritage tourism, and sought support from the Centre.

Elaborating on the AP Tourism Policy, he urged the Centre to release Rs 250 crore under the Special Assistance to State for Capital Investment. He mentioned the three projects sanctioned under the Swadesh Darshan 2.0 scheme and requested for aid under the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme for Arasavalli and Mangalagiri temples. He also sought funding for Paryatak Bhavan in Amaravati, and blue-flag tag for more beaches in the State, besides setting up of National Tourism University in AP.

Karnataka cabinet to meet today, key decisions expected

28 Nov 2024

BENGALURU: The Karnataka cabinet will meet on Thursday and several high-stake decisions and approvals ranging from education to infrastructure to tourism will be taken.

Among the decisions on the agenda is the green-lighting of the public-private partnership model for the issuance of smart cards for driving licenses and registration certificates. This move is expected to streamline services and bring much-needed modernisation to the state's transport system.

The cabinet is expected to approve the Chanakya University Amendment Bill, a crucial step in advancing the state's education landscape.

The government will also grant administrative approval for the installation of digital weigh bridges at 15 locations to monitor sugarcane production. With a total investment of Rs11 crore, this initiative promises to bring precision and transparency to the sugarcane industry.

On the tourism front, the cabinet will approve the **Swadesh** Darshan scheme, earmarking Rs 18.4 crore for the creation of an ecological experience zone in Mysuru. Additionally, Hampi will soon see a state-of-the-art traveller's facility, with Rs 25.6 crore allocated under the **Swadesh** Darshan 2.0 initiative. The

Growth for the scheme

India's Tourism Revitalized with Swadesh Darshan 2.0: Govt. Champions Sustainable Tourism and Ecotourism, Driving Projected 13.9% CAGR Growth for a Greener Future

📅 Tuesday, December 3, 2024

India's Ministry of Tourism has recently undertaken significant steps to reshape the country's tourism landscape with the launch of Swadesh Darshan 2.0, a revamped version of the existing tourism development scheme. This new initiative is part of the broader effort to promote sustainable tourism, with a particular emphasis on ecotourism and environmental responsibility. The Ministry is focused on implementing a range of strategies to bolster the tourism sector while maintaining a strong commitment to sustainability.

Swadesh Darshan 2.0 aims to further integrate sustainable practices into India's tourism development by fostering eco-friendly tourism in collaboration with local and state governments. The scheme focuses on creating a cohesive framework for developing key tourist destinations across the country. It also seeks to encourage responsible travel practices while boosting regional tourism growth. One of the notable components of this scheme is the "Challenge Based Destination Development," which aims to transform selected destinations into sustainable and responsible tourism hubs. These efforts are expected to make the tourism experience more enriching for visitors while preserving the local environment and cultural heritage.

76 projects of Rs.5287.90 Crore under the Swadesh Darshan Scheme sanctioned to date

December 26, 2024

As 2024 draws to a close, the Ministry of Tourism reflects on a year marked by significant milestones and transformative initiatives. Here's a glance at the Ministry's key achievements and initiatives that defined 2024.

Infrastructure Development

Ministry of Tourism has sanctioned a total of 76 projects for an amount of Rs.5287.90 Crore under the Swadesh Darshan Scheme, out of which 75 projects are physically complete.

Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach. 34 projects have been sanctioned for Rs.793.20 Crore under SD2.0.

Ministry of Tourism has sanctioned a total of 48 projects for an amount of Rs.1646.99 Crore under the PRASHAD Scheme, out of which 23 projects have been completed.

Empowering Local Communities Through Tourism

State shines in Centre's 'Swadesh Darshan' push

December 27, 2024

The Shillong Times
ESTABLISHED 1945

SHILLONG, Dec 26: Meghalaya has emerged as one of the key beneficiaries of the Tourism Ministry's Swadesh Darshan initiative, which aims to develop theme-based tourist circuits across India. The state, along with Assam, Arunachal Pradesh, Manipur, and Tripura, has been included in the ambitious project to boost tourism infrastructure and promote sustainable travel destinations.

Launched in 2014-15, the Swadesh Darshan scheme has now evolved into Swadesh Darshan 2.0, focusing on creating responsible and eco-friendly tourist spots. Under the 2024-25 Budget announcements, the Tourism Ministry has also approved 40 projects across 23 states, including Meghalaya, Arunachal Pradesh, Assam, Manipur, and Tripura, with funding of Rs 3,295.76 crore through the Special Assistance to States for Capital Investment (SASCI). This mechanism provides long-term, interest-free loans to states for developing iconic tourist centres and promoting them globally.

The revamped version, Swadesh Darshan 2.0, has endorsed 34 new projects with funding of Rs 793.20 crore. Meghalaya's natural beauty and rich cultural heritage make it a prime candidate for several of these thematic circuits, including ecotourism, culture and heritage tourism, and the Vibrant Village Programme. The Ministry has also introduced a sub-scheme titled 'Challenge-Based Destination Development' under Swadesh Darshan 2.0, inviting proposals to develop tourism sites around four key themes – Spiritual Tourism, Culture and Heritage, Ecotourism, and Amrit Dharohar Sites.

Complementing the Swadesh Darshan scheme is the PRASHAD (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive) scheme, which aims to improve infrastructure at key pilgrimage sites. With an allocation of Rs 1,646.99 crore, as many as 48 projects have been sanctioned under PRASHAD, 23 of which have been completed. Given Meghalaya's spiritual landmarks, such as the Nartiang Monoliths and the Sacred Groves, there is potential for further inclusion under this initiative.

India recorded 18.89 million international tourist arrivals in 2023, generating Rs 2.32 lakh crore in Foreign Exchange Earnings (FEEs).

Year in review: How India's tourism ministry fared in 2024?

Dec 26, 2024

According to the recent data released by the government, India's tourism sector has experienced remarkable growth post-Covid, recording 18.89 million international tourist arrivals in 2023. Last year, a total of 9.52 million foreign tourist arrivals (FTAs) were recorded in India. Foreign Exchange Earnings (FEEs) through tourism also saw a substantial rise, amounting to INR 231,927 crore during the year. The domestic tourism sector was equally strong, with 2,509 million domestic tourist visits.

This year, the Ministry of Tourism sanctioned a total of 76 projects for an amount of INR 5287.90 crore under the Swadesh Darshan Scheme, out of which 75 projects are physically complete.

Udupi Tourism: Of 58 proposals submitted only 2 approved

DEC 7, 2024

Key Developments Proposed

The projects focus on:

- Infrastructure upgrades at major beaches like Malpe, Maravanthe, and Kaup.
- Enhancing facilities at waterfalls and other tourist attractions.
- Promoting water sports and eco-tourism with modern amenities.

Among the notable proposals is a Rs 100 crore PPP model project for Maravanthe Beach development in Byndoor taluk.

Sources said under the **Swadesh** Darshan 2.0 scheme, the central government has sanctioned Rs 10 crore for eco-tourism and heritage site development. The tourism department is yet to commence work on these projects.

"We have sent several proposals to the government. Recently, two have been approved, and work will begin soon. Efforts are being made to secure more central government projects through our MPs," said Kumar C.Y., Assistant Director of the Udupi Tourism Department.

Digital Tourism Revolution



Brief of Rajeev Chadha (Public Private Partnership Infrastructure and Investment, Guru)

Rajeev (*aka PPPII Guru*), MBA (Finance), Faculty of Management Studies, Delhi University, M.Sc (Electronics), MRICS (London), CAIIB, M.S(Consultancy Management-BITS Pilani), IRDA, AMFI certified. Rajeev is a professionally trained ex-banker (Management Trainee -1986 batch) from the second largest bank in India (Punjab National Bank). Rajeev has 38++ years of rich, varied, and **unique industry experience** spread across top MNCs (**Ascendas Pte**), Public Sector (**Punjab National Bank**) / Private Sector (**Gold Souk, Wegman**), Central Government (**Ministry of Finance, Ministry of Urban Development**) / state governments (**Government of Uttaranchal + 20 other States of India**) and **Government of Singapore**, statutory bodies (**National Capital Region Planning Board, Ministry of Urban Development**) and regulators (**Inland Waterways Authority of India**) in the infrastructure domain. Rajeev has been in leadership roles as CEO of four Real Estate Companies in India in the pre-demonetization era including two Real Estate and Infrastructure Private Equity and Venture Funds. Rajeev has provided **consulting inputs to top international strategy consulting companies** such as McKinsey, Bain, BCG, GLG, Deloitte, PwC and KPMG as a subject expert in the areas of infrastructure (all sub-sectors) as well as public, corporate, project and personal financing & infrastructure planning. Rajeev has worked extensively with the Government of India including the Ministry of Finance and the Ministry of Housing and Urban Affairs at the senior management level. This work besides Urban Infrastructure development also includes Smart Cities and land monetization.

Rajeev has been involved in infrastructure planning, financing & advisory of over **1800++ infrastructure projects/schemes aggregating to Rs.65 lac** crores spread across **ALL sectors**. This includes **350++ PPP projects** in various stages of development and **250++ transaction advisory assignments**. Rajeev has undertaken Capacity Building and Training of over 6000++ professionals in India, Nepal, Bangladesh, Sri Lanka, and Singapore in innovative infrastructure financing, PPP (all sectors), land monetization, smart cities, and climate/disaster financing. Rajeev has also taught in two Management Colleges as external faculty as well as the Training College of Punjab National Bank in his areas of expertise i.e. Infrastructure, PPP, Urban / Smart Cities / Real Estate / Climate Financing etc.

Currently, Rajeev is also involved in 11 top infrastructure consulting assignments as a Team leader or Finance / PPP expert in South Asia along with the Infrastructure/PPP expert for Swadesh Darshan 2.0, Ministry of Tourism, PPP/finance/real estate expert in Musi River Front Development & Transit Oriented Development based Zonal Development Plan Ghaziabad (NCRTC) Projects Namo Bharat. He has been invited as a subject expert in SPA Delhi, Basic PPP training in Bangladesh (ADB project) & PPP Expert for the training program on transport infrastructure projects for BIMSTEC.

Rajeev is the only Asian to provide training not just in India but government-sponsored training workshops to government servants/bankers in Nepal, Bangladesh, and Sri Lanka. He has provided consultation and insights to the officials of the Holy City of Mecca and a Master Trainer for 9-day workshop for the PPP practitioners of Malawi.

Rajeev Chadha

Infrastructure Finance & Policy, Procurement , PPP (all sectors) , Banking & Multilateral Projects, Government Finances , Sustainable Development, Climate Finance , Institutional Development & Governance

INDIA



Years of Experience

- 38+ Years

Qualifications

- MBA, FMS Delhi University
- M.Sc. (Electronics), Delhi University (Equivalent to B.E Electronics)
- Prince2R Project Management

Key Expertise

- Infrastructure Finance & PPP (Project initiation to execution –entire lifecycle including appraisals)
- Banking, Private Equity & Venture Fund
- Urban Development & Large Infrastructure Projects
- Financing, Fundraising and Strategies for Government Organisations, Cities, Urban Development Bodies, State & Central Governments and Projects
- Public Financing (Central, State & ULBs)

Background

Rajeev has 38 + years of **unique** industry experience spread across top MNCs, Public / Private Sector organisations, Central / State Governments, Statutory bodies and regulators. **Rajeev also provided consulting inputs to top international strategy consulting companies such as McKinsey, Bain, BCG, GLG, PwC and KPMG as subject experts.** His consulting experience of 15+ years is across areas such as strategic advice, organization development, new policy formulation and framework, pre-feasibility and feasibility studies, project conceptualization and planning, the entire life cycle of project management & and program management, monitoring and review, mid-course correction, team management and providing overall leadership to assignments/projects and organizations.

Rajeev is currently involved in multiple advisory / Transaction Advisory projects in the Infrastructure sector.

1. **Team Leader for TA services to National High-Speed Rail Development Corporation (NHRCL) for generating revenue from commercial utilisation of the High-Speed Rail Terminal at Sabarmati, Ahmedabad.**
3. **Investment, Finance & PPP Expert for Swadesh Darshan 2.0 for Himachal Pradesh & Jharkhand, Assam, Arunachal and Ladakh**
5. **Subject Expert, Capacity Building ERD /NPD, Government of Sri Lanka & PPPA, PMO, Government of Bangladesh**
6. **PPP/Real Estate/ Infrastructure Finance / TOD expert of Musi River Front Development**
7. **PPP/ Real Estate / Infrastructure Finance / TOD expert - Zonal Development Plan Ghaziabad, NCRTC, Namo Bharat**
8. **Master Trainer for PPP Practitioners from PPP Commission of the Republic of Malawi - P3World Council**
9. **Global Smart City, Finance, Climate & Disaster,PPP, TOD,Real Estate & Land monetization Expert - City of Mecca**

Key Experience

- **Team Leader & Finance / PPP Expert , PPP Cell. Department of Economic Affairs (DEA), Ministry of Finance** handling National Infrastructure Pipeline (NIP), National Monetization Pipeline (NMP), Gati Shakti & Centre of Excellence – PPP (FCDO Funded)
 - Appraisal of large infrastructure projects on behalf of DEA (SFC. PIB . DIB , EFC , VGF , PPPAC & IIPDF Proposals)
 - Policy making & capacity building for Public Private Partnership Projects (PPP) in India (FCDO Funded Project).
- Team Leader, GeM (Government E-Market Place , Ministry of Commerce) , PMU –KPMG handling services design on GeM
- Team Leader (Medipark Industrial Estate , Chennai , Tamil Nadu) – PMC –KPMG handling end to end advisory of Medical Devices Industrial Park.
- Team Leader Program Management for PMIDC, Govt. of Punjab for Smart City, HRIDAY, Swachh Bharat, Ease of doing Business, AMRUT . Supported Government of Punjab as overall leader & Finance / PPP Expert.
- Urban Finance & PPP Expert for PwC & KPMG. Inputs to 35 Smart cities namely Karnal , Indore, Gwalior, Bilaspur, Pasighat , Allahabad, Greater Warangal, Shivamogga, Hubbli Dharwad, Agartala & Karimnagar since 2015 . 17 Smart Cities of U.P in 2020-21 in a KPMG PMU Both Area based development (ABD) as well as Pan City ICT components of Smart Cities.
- Finance Expert at JBIC Funded Program Management for Yamuna Action Plan (YAP 2)- MoEF, Govt. of India. Urban reforms component. Entire life cycle of project management for a Japanese MNC Company – Tokyo Engineering Consultants.
- Consultant for Govt. of A.P, Resident Commissioner Office, New Delhi handling ten (10) key Infrastructure Ministries & follow-up of Govt of AP Infrastructure projects
- Consultant (Finance & Audit), IWAI, Ministry of Shipping. **World Bank assisted Waterways JVM -1** . Handling CAG issues & advice on Finance matters. Fundraising by way of Bonds. Consultant, Ministry of Minority Affairs. Project appraisals for Grant disbursements. Approved Inspecting Authority of MAEF.Joint Director Finance NCR Planning Board. Infrastructure Projects in the NCR Region.
- CEO of two real estate companies in NCR Region doing end to end Real Estate Projects including SEZs & Integrated Townships.



Key Achievements

- Infrastructure planning, financing and advisory of **over 1800++ infrastructure projects/schemes aggregating to Rs. 58 Lac Crore spread across ALL sectors.**
- Advisory of **350+ PPP Projects. Out of these 150 PPP Projects are at various stages of the project life cycle** spread across ALL sectors.
- **Transaction Advisory of over 250+ Infrastructure Projects** (Brownfield & Greenfield)
- **Capacity Building on PPP / Infrastructure Planning and financing to National Bank of Infrastructure, Bankers and Government Officers of Nepal** through NIBM
- Capacity Building on Infrastructure Financing for External Resources Department, Government of Sri Lanka.
- **Teaching assignments at two Management Colleges in the Delhi / NCR Region on subjects related to Infrastructure, Finance, Banking and real estate.**
- Strategic advice to the Department of Economic Affairs, Ministry of Finance, Government of India in large Infrastructure Project appraisals (SFC, EFC, PIB, DIB, VGF, IIPDF & PPPA. Over 100+ largest Infrastructure Projects in India were appraised during the period (2020-22). The total Project Cost involved Rs 5 lac crore.
- Strategic advice to the Department of Economic Affairs, Ministry of Finance, Government of India on Policy matters related to Public Private Partnership (PPP) – ALL Sectors
- Strategic inputs to 35 Smart Cities in India in various Capacities as part of Project Management Consultants (PMC) and Project Management Unit (PMU) in 15 States in India.
- Enhanced Investment Portfolio of Punjab National Bank by 40% and increased Investment yield by 150 basis points across all types of financial instruments and maturities (1992-98).
- Played a key role in the Implementation of Finacle software at Punjab National Bank (1994-98)
- Supported the Banking Division, Government of India in enacting the DRT Act (SARFAESI Act) and set up Debt Recovery Tribunals all over India.
- Transformation of Punjab National Bank Mutual Fund (2001) – a subsidiary of Punjab National Bank
- Joint Director (Finance) at National Capital Region Planning Board, Ministry of Urban Development and supported Infrastructure Development in NCR Region.
 - Raised Rs 3000 Cr by way of Private Placement of Bonds. Appraised over 300+Infrastructure Projects in the NCR Region
 - Involved in large Infrastructure Projects such as KMP, FNG Expressway, IRBT, Delhi Metro, RRTS etc. Integrated Townships Projects in NOIDA, Gurgaon, Faridabad etc
 - Managed the entire accounts & finance of NCRPB
 - Capacity Building Workshops for ULBs in NCR Region
 - Prepared the Regional Plan 2021 of NCR
- Joined SIDCUL, Government of Uttaranchal as General Manager (Infrastructure) and was involved in landmark Rurdrapur Industrial Estate & IT Park Dehradun development.
- Worked on Urban Sector Reforms under Yamuna Action Plan -2
- Raised Rs 1000 Cr for Solitaire Capital Advisors Singapore based Private Equity Firm
- Joined Ascendas Pte Limited (Fully owned by Government of India) in 2008 as Vice President (North India Operations)
 - Prepared Business Plans for two SEZs in Gurgaon – one a JV with Dabur Group and the other with IREO
 - Worked on Singapore India Economic Zone. Involved in over 20 Business development deals which included the acquisition of DLF Cyber City properties
 - Listed the properties of Ascendas as REITS on the Singapore Stock Exchange (SGX)
 - Interacted with Central Government & State Government. Represented tCompany at various domestic and international forums such as FICCI, CII, ASSOCHAM, KOTRA, JETRO etc
- Worked as Professional CEO of two Real Estate Companies in 2012-17. Developed 25 Acre SEZ and 100 Acre Township. 25 Acre SEZ at NOIDA Ext leased out one tower of 3 lac sft to IBM.
- Professional CEO & successfully developed Worked on Multiple assignments with Mckinsey, Bain and BCG providing support in the areas of my expertise
- Advised BHEL on Procurement-related matters pertaining to Make in India.
- Inspected, and appraised over 10 projects for Maulana Azad Education Trust, MOEF, and GoI for grant funding.
- Raised Rs 300 Cr by way of Private Placement of Bonds for IWAI, Govt of India



Key Professional Milestones

- Joined Punjab National Bank as a Management Trainee in Aug 1986.
- Joint Director - NCRPB, Ministry of Urban Development, Govt. of India - (2001 - 04)
- O.S.D - Banking Division, Ministry of Finance, Govt. of India - (1999 - 2000)
- Vice President - Punjab National Bank - (1986 - 2001)
- G.M – SIDCUL , Govt. of Uttaranchal - (2004 - 05)
- Finance Consultant - Yamuna Action Plan 2 - (2005 - 06)
- Vice President - Solitaire Capital (SEBI Regd Infra Fund) - (2006 - 08)
- Vice President - Ascends Pte Ltd (Fully Owned by Govt. of Singapore - (2008 - 11)
- President - Arenes Gold Souk, Gurgaon - (2011 - 13)
- CEO - Wegmans Trustone Group, NOIDA - (2013 - 16)
- CEO - AMRAC Advisors Pvt. Ltd (SEBI Registered AIF - II - (2016)
- Consultant - Andhra Bhawan, Government of Andhra Pradesh - (2016)
- Consultant - IWAI, Ministry of Shipping, Government of India - (2016 - 17)
- Consultant - MAEF, Ministry of Minority Affairs, Govt. of India - (2016 till date)
- Director - PWC - Government & Public Sector Advisory - (2017 - 19)
- Sr. Advisor KPMG – Govt. & Public Sector Advisory / Major Project Advisory (2019-TILL DATE)

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BIMSTEC, 2025



Dhaka, Bangladesh Oct 2024



Dhaka, Bangladesh Nov 2024



Dhaka, Bangladesh Dec 2024



Colombo , Sri Lanka Jan 2024



Kathmandu, Nepal April 2022



Colombo , Sri Lanka Sep 2023

