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Incredible India



Ministry of Tourism

Government of India

Guidelines

Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive PRASHAD Scheme

Oct' 2021



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PRASHAD

Scheme Guidelines for National Mission on

Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive

1. Rationale

India is blessed with rich and diverse natural, historic, cultural, and spiritual resources. Millions of tourists from the domestic and international places come to India to experience its spiritual prowess and Indian heritage. India being a land of many religions like Hinduism, Buddhism, Jainism, Sikhism and Sufism have centers of pilgrimage for various faiths since ages and these have immensely contributed to the development of Indian heritage values. In fact, religion, spirituality, and heritage are common motivations for travel, with major tourist destinations having developed largely as a result of their connections to sacred or historic places, persons, and events. The growth of domestic tourism in India largely depends on pilgrimage and heritage tourism and to tap this potential there is a need for integrated development of the selected pilgrimage destinations and integrated development of heritage cities in cooperation with other stakeholders. The integrated development is not only about development and conservation of few monuments, but development of entire city, its planning, its basic services, quality of life to its communities, its economy and livelihoods, cleanliness, security, reinvigoration of its' soul and explicit manifestation of its character.

However, religious tourism destinations are not like holiday/leisure tourism destinations, which are primarily targeted at the segment having inclination to travel and spend. In developing a religious tourism product, it is essential to build in community participation at the given location/destination. Further, it is not only important to provide modern amenities at religious sites but also to see as to how the visitor interacts and seeks new experiences at such places. There is a need to identify core deficiencies, facilitate provision of products, services and subsequently address the issues that are important for paving the way for development and promotion of religious tourism in India.

Whereas heritage cities tourism would largely attract a different audience. But the issues are not different, and the fact is that the heritage areas are neglected, overcrowded with inadequate basic services and infrastructure, such as water supply, sanitation, roads, etc. Basic amenities like toilets, signages, streetlights are missing. Also, there is a need for a more structured approach to manage the development of such city based on tourism infrastructure that ensures fast pace and effective implementation on the ground.

There have multiple initiatives been carried out by various Ministries for development of infrastructure for tourists but still there are persisting challenges which needs to be addressed like lack of infrastructure on accommodation for budget hotels, roads, last mile connectivity, sewage, hygiene and cleanliness, solid waste management, lack of awareness, developing a code of religious etiquette to be observed by the religious tourists, etc.

PRASHAD scheme offers a tremendous opportunity to undertake infrastructure developments at the important pilgrimage and heritage destinations/cities in an inclusive, integrated, and sustainable manner that focuses on livelihoods, skills, cleanliness, security, accessibility, and service delivery.

2. Vision Statement

Rejuvenate pilgrimage and spiritual experience of the tourists through availability of well- planned tourism infrastructure enabling tourist convenience, accessibility, security, cleanliness, experience and revitalize / preserve the soul of the pilgrimage/heritage city through integrated, inclusive, and sustainable developments that would spur employment opportunities for the local communities.

3. Objectives

- Rejuvenation and spiritual augmentation of important national/ global pilgrimage destinations.
- Enhance tourism attractiveness of identified pilgrimage destinations and heritage cities under integrated tourism development of heritage city in planned, prioritized and sustainable manner by providing world class tourism projects in them.
- Position pilgrimage and heritage tourism as a major engine for its direct and multiplier effects of economic growth and employment generation.
- Follow community-based development through 'Pro-Poor' tourism concept and 'responsible tourism' initiatives.
- Assure active involvement of local communities through employment generation
- Creating awareness among the local communities about the importance of tourism for them in terms of increase in sources of income, improved living standards and overall development of the area.
- Promote heritage in the form heritage structures especially under integrated tourism development of heritage city, local arts, culture, handicrafts, cuisine, etc., to generate livelihood in the identified places.
- Strengthen the mechanism for bridging the infrastructural gaps at identified pilgrimage destinations and throughout heritage cities as identified under integrated city heritage tourism development within the core tourism footprint.
- Develop a monitoring mechanism for timely implementation of the projects in collaboration with the States/UTs and other stakeholders.

- Strengthen the measures for safety and security of pilgrims and tourists and improve the quality of tourism services.
- Enable convergence of State and central Government schemes as well as private sector developments for integrated site/ destination development.

4. Approach

Pilgrimage and heritage tourism are key themes for driving the tourism footfall in destinations and cities. While religious/pilgrimage tourism is more of a destination-oriented theme, heritage tourism is based on city wide experiences that are influenced by both tangible and in-tangible heritage assets. There is a need to develop cities in an integrated manner to enhance tourism experiences.

Pilgrimage Rejuvenation and Spiritual Augmentation caters to the developments within limited tourism footprints around the destinations where-as heritage cities have a wider tourists footprints covering various destinations within the heritage core of the city. Also, the intervention within the city touches various dimensions on water supply, sewerage, urban development, water bodies preservations, Roads & Transport, Urban transport, Urban renewal, and heritage conservation etc. and that demands an integrated and coherent approach to developments. While the developments under destinations shall be limited in scale. Based on that premise, integrated heritage city development approach has been introduced in the scheme to enhance the tourism potential of the heritage cities along with the pilgrimage rejuvenation of the destinations.

The pilgrimage destinations are selected on the basis of pilgrimage lineage, pilgrim footfall while the heritage cities are selected on the basis of high heritage values of the city, tourist footfall, number of monuments and their accreditations. The scheme entails to complete the implementation of nearly 50 destinations and 20 heritage cities till the 14th Finance Commission by 2020 and beyond.

Pilgrimage destinations and Heritage cities are identified on the basis of the criteria set out in the Annexure 1 & 2. Post notification, States would be required to prepare an Integrated Plan (IP) for the respective pilgrimage destinations and tourism heritage cities. While the IPs for the pilgrimage destinations would be prepared by the center in consultation with the States, there shall be a different approach followed for IPs for integrated development of heritage cities.

Integrated Plans (IPs) for the heritage city developments shall be prepared under the direct authority of the city/State Government in consultation with public participation and stakeholder consultation. These plans would be worked upon on the existing master plans, city development plans, city investment plans etc., and shall be approved by the State Integrated Plan Approval Committee (IPAC) before submitting to the national IPAC for final approval. The State IPAC shall be convened by the State Tourism Secretary and National IPAC shall be convened by the Secretary Tourism, GoI with representations from various Ministries.

Post approval of the IPs, the States shall prepare the Detailed Project Report for the respective projects and submit to the Mission Directorate followed by the Central Sanctioning & Monitoring committee for Sanctioning approvals.

Please refer details on the committees in the Management Structure section of the guidelines.

5. Management Structure

5.1. National Steering Committee (NSC)

National Steering Committee (NSC) shall steer the mission objectives and vision of the scheme, a National Steering Committee shall be constituted as shown below:

1.	Minister in Charge, M/o Tourism	Chairman
2.	Secretary, M/o Tourism	Vice Chairman
3.	Financial Advisor, M/o Tourism	Member
4.	Additional Secretary, M/o Tourism	Member
5.	ADG/JS, M/o Tourism	Member Secretary, In charge of scheme
6.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Culture	Member
7.	Director General, ASI	Member
8.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Urban Development	Member
9.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Housing and Urban Poverty Alleviation	Member
10.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Civil Aviation	Member
11.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Skill Development	Member
12.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Road Transport & Highways	Member
13.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Shipping	Member
14.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Power	Member
15.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Environment & Forests	Member
16.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Water Resources, River Development & Ganga Rejuvenation	Member
17.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Rural Development	Member
18.	Executive Director (Tourism & Catering), M/o Railways	Member

Key responsibilities:

National Steering Committee will be responsible for overall guidance, review and monitoring of the scheme.

- Enunciate the vision and chalk out the road map for the scheme and provide a platform for exchange of ideas.
- Steer, review and monitor overall performance of the scheme and provide guidance on specific issues relating to the scheme.

5.2. Integrated Plan Approval Committee (IPAC)

5.2.1. National IPAC

A committee chaired by Secretary, Tourism and consisting of following indicative members:

1.	Secretary, M/o Tourism	Chairperson
2.	Financial Advisor, M/o Tourism	Member
3.	Additional Secretary, M/o Tourism	Member
4.	ADG/JS, M/o Tourism (Secretary, NSC)	Member-cum convener
5.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Culture	Member
6.	Director General, ASI	Member
7.	Secretary (or his representative, not below the rank of Joint Secretary), M/o Housing and Urban Affairs	Member
8.	Principal Secretaries of respective States	Member

**Representation of stakeholders like UNESCO, World Bank, or other bilateral and multilateral agencies and experts for heritage and urban planning sector would be invited with approval of the Chair.*

Key responsibilities:

National IPAC shall be the final approval authority for the Integrated Plans (IPs) for the pilgrimage destinations and integrated development of heritage cities. Following shall be the responsibilities:

- To approve the IPs prepared for the pilgrimage destinations and heritage cities
- To ensure that there is no duplication of projects
- To converge the efforts put in by various Ministries on projects that would fall in the Integrated Plan, if any
- Enabling a platform for various participating Ministries to exchange ideas and suggest mid-course corrections, if any

5.2.2. State IPAC

A committee chaired by State Tourism Secretary and consisting of following indicative members:

1.	Principal Secretary, State Tourism	Co-Chair
2.	District Magistrate	Member
3.	Municipal Commissioner	Member
4.	Mayor	Member
5.	MP/MLA	Member
6.	District Town Planner	Member
7.	District Tourism Officer	Member

Key responsibilities:

State IPAC shall approve the Integrated Plans (IPs) for the integrated development of

heritage cities prepared by the State tourism departments. Following shall be the responsibilities:

- To approve the IPs prepared for heritage cities by the State tourism department.
- To approve the DPRs on the basis of the identified projects in the approved IPs that shall be prepared by the State tourism departments before these are submitted to the center for sanction approvals.
- To ensure that there is no duplication of projects.
- To facilitate coordination between the State and the center for the IP approvals of heritage cities.

5.3. Central Sanctioning & Monitoring Committee (CSMC)

Central Sanctioning & Monitoring Committee (CSMC) is responsible for sanctioning of the projects submitted by the Mission Directorate and regular monitoring of the progress of the implementation. Please refer below table for composition of the committee.

1.	Secretary, M/o Tourism	Chairperson
2.	Financial Advisor, M/o Tourism	Member
3.	Additional Secretary, M/o Tourism	Member
4.	ADG/JS, M/o Tourism (Member Secretary, NSC)	Member
5.	Joint Director General (Archeological Survey of India)	Member

The committee may invite other representatives of other Ministries, if required.

5.4. Mission Directorate (MD)

Mission Directorate shall be headed by Member Secretary (Joint Secretary/Additional Director General, Ministry of Tourism, NSC), as the nodal officer. Mission Directorate shall act as secretariat to Central Sanctioning & Monitoring Committee (CSMC) for processing the proposal for approvals for the identified projects and reporting the progress of implementation to the said committee at regular intervals.

Please refer below table for composition of the Mission Directorate.

1.	Joint Secretary/Addl. DG (Member Secretary, NSC)	Chairperson
2.	Director/OS, Finance/Financial Controller	Member
3.	Secretary, Tourism of the concerned State	Member
4.	Representatives of other concerned Ministries	Member
5.	Joint Director General (Archeological Survey of India)	Member
6.	Director/DDG/Under Secretary PRASHAD Division, MoT	Convener
7.	Regional Director	Special Invitee

Key responsibilities:

Mission directorate shall assist Central Sanctioning & Monitoring Committee (CSMC) to carry out following key responsibilities:

- Assisting CSMC in identification of projects in consultation with the State/UT Governments and other stakeholders.

- Appointment of the Project Management Consultant (PMC) in consultation with CSMC.
- Outsourcing of independent specialized agencies for appraisal of DPRs (if required)
- Ensuring effective coordination with the State Governments/ UT administrations and other stakeholders, Implementing agencies, etc., for effective implementation of the scheme in a time bound manner.
- Sanction of projects approved by the Sanctioning Committee and release of funds to the identified agencies.
- Capacity development of States/UTs and other implementing agencies for undertaking various activities relating to identified circuits and destinations therein through setting up of Project Management Units (PMUs), if required.
- Consultation with the concerned administrative Ministries, wherever required, will be done on the project components under the scheme.

5.5. National Program Management Consultant

The PMC shall be a National Level Consultant appointed by the Mission Directorate to provide technical support for implementation of scheme

Key responsibilities:

- National PMC shall act as the technical advisory arm of the Mission Directorate.
- Preparation and revision the program toolkit and proforma as per the guidelines of Ministry of Tourism.
- Preparation of model RFPs for selection of SPMUs.
- Assist MD for empaneling agencies for State DPR preparations.
- Assist Ministry in selection of important pilgrimage destinations and heritage cities.
- PMC shall do joint site visit with State/ UT officials post concept presentation.
- Preparation of Integrated Plan/Detailed Perspective Plan (DPP) for the identified pilgrimage destinations.
- Evaluation of Detailed Project Reports (DPRs) submitted by State/ UT Governments.
- Co-ordination and providing handholding support to the State/ UT Governments for timely submission of the DPR in compliance with the guidelines and toolkit.
- Present the project proposal in the MD and CSMC meetings.
- Regular maintenance of both online and offline system (MIS) for scheme monitoring.
- Submission of periodical progress report to the Mission Directorate for monitoring of the projects.
- Conduct workshop of stakeholders to be held to discuss various aspects of project like sustainability/ environmental impact, convergence of efforts from various Government agencies and its recommendation to be incorporated in the DPR.
- Monitoring of the project implementations that includes regular site visits, preparation of status reports etc.

5.6. State/UT Governments

State Government shall be represented by Department of Tourism and its apex official for responsibilities as mentioned below:

- Assist National Program Management Consultant (PMC) in preparation of Detailed Perspective Plan (DPP)/ Integrated Plan (IP) for the identified sites/destinations for pilgrimage rejuvenation only

- Select State Project Management Units (SPMU) of national repute with similar experience based on the model RFP guidelines prepared by the Mission Directorate.
- Develop the Integrated Plan (IPs) for integrated development of heritage city and take approvals from State IPAC and National IPAC respectively.
- State shall make the concept presentation on the proposed project to the Ministry of Tourism chaired by Secretary Tourism and co-chaired by ADG/JS, M/o Tourism. Concept presentation shall include details of identified projects under DPP/IP with operations and maintenance plan.
- Preparation of Detailed Project Reports (DPRs) on the proposed project from the IPs. State Government /UT should prepare comprehensive DPRs for respective identified projects in consultations with the respective administration, local bodies, and other stakeholders (Shrine authorities, NGOs, and societies etc. as applicable). DPRs should be prepared on the basis of DPR toolkit prepared by the Mission Directorate, detailed cost estimates based on Schedule of Rates (SOR) prescribed by the CPWD/State PWD and quotations for non- scheduled items. The DPRs should include inter alia:
 - Project Structuring (Capital structuring, implementation framework).
 - Components meant for private sector or joint sector investment and possible financial linkages.
 - Identification of sources of funds from various Government schemes/private sector.
 - The necessary arrangements for land parcels like signing Memorandum of Understanding (MoU), getting in-principle approval and letter of acceptance from respective land title holders.
- Submission of project DPR incorporating the suggestions and corrections received from MD and CSMC along with the necessary documents and undertakings as per the PRASHAD program toolkits.
- Nominate implementing agency for PRASHAD project implementation.
- Facilitate coordination between implementation agency and Ministry of Tourism.

5.7. State Project Management Unit (SPMU)

SPMU shall provide the technical and project management support to the State tourism department with following key responsibilities:

- Preparation of Integrated Plan (IP) for integrated heritage city development.
- Carryout due diligence and pre-feasibility study for identifying the planned projects.
- Present the heritage city development plan to the State IPAC for State approvals.
- Provide handholding and management support to the State tourism departments.
- Assist the State tourism departments for selection of consultants for preparation of DPRs from the empaneled list issued by the Ministry of Tourism, Gol.
- Ensure timely preparation of DPRs, processing and implementation monitoring.
- Monitor the project implementation and act as the technical arm of the State tourism department for the scheme.

5.8. Implementation agency (IA)

The projects identified under this scheme shall be implemented through the identified agencies by the respective State/ UT Governments. The implementing agency should be necessarily State Government agency or State public sector undertaking or any central agency and without any financial pendency with Ministry of Tourism. The agency shall be responsible for implementation of the sanctioned projects in collaboration with shrine authority under State financial control.

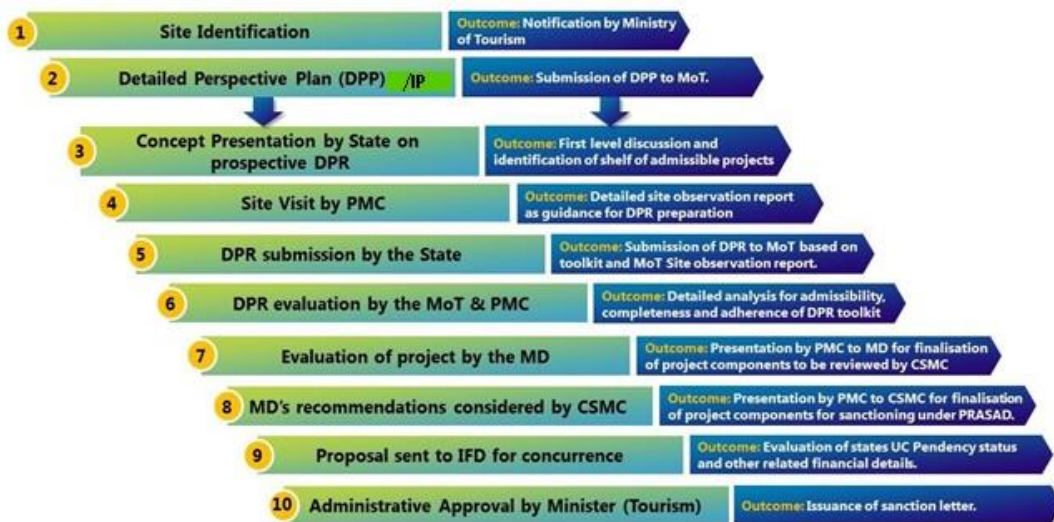
6. Standard Approval Procedures

6.1.1. Standard Procedure for Approval of Integrated Plans (IPs)

- SPMU would prepare the respective plan in consultation with State tourism department and other relevant stakeholders.
- SPMU would present the plan to the State IPAC for approvals.
- State tourism department would present the plan to National IPAC for approvals.

6.1.2. Standard Procedure for Sanction of Detailed Project Reports

Post approval of the IPs, the State Government shall prepare the Detailed Project Report on the identified projects and submit the DPR to the Mission Directorate for approval.



7. Selection criteria for pilgrimage sites/ destinations

Great centers of pilgrimage attract visitors from widely dispersed cultural backgrounds and geographic locations, often enabling them to commemorate the origins of their particular faith. The origin faith and lineage also carry historic and heritage value to the pilgrimage destinations. India land of origin for many religions and faith, rich in culture and diversity. Many religions emerged as part of historic migrations, invasions, and confluence of cultures & ethos.

The centers of pilgrimage are well established and spread across all geography of the country. Selection of these pilgrimage centers for the scheme are based on following parameters and shall be yearly reviewed:

7.1. Pilgrimage footfall

Tourism footfall to any particular pilgrimage destination gives an idea about number of tourists visiting that particular destination and its importance on national pilgrimage map. Hence the pilgrimage footfall shall be considered as an imperative criteria for selection of destinations under the scheme.

7.2. Cultural, historical & heritage importance of the places

These destinations have diverse cultural backgrounds and faiths along with historical values, these factors should be deployed for selection of destinations under the program. The framework of the scheme is prepared in a way to cover all important destinations of various faiths.

7.3. Status on existing level of development

Existing level of development shall encompass the State and center initiatives for development of physical and social infrastructure in pilgrimage footprint of destinations to be considered under PRASHAD Scheme.

7.4. Resident population of the destination

Existing population of respective pilgrimage destination shall be considered as one of the criteria for selection of pilgrimage destination. Population is directly proportionate to the area under the local Government and carrying capacity of destination to handle the influx of pilgrims.

7.5. Credibility of Implementation

Credibility of implementation is an important criteria for selection of destination. Credibility of implementation can be evaluated through the UC pendency of State/ UT Governments and its implementing agencies for project sanctioned by Ministry of Tourism. This indicator also needs to be deployed for prioritizing destinations. States without any UC pendency shall be given higher priority in selection criteria.

7.6. Parity for pan India development in selection of destinations

The final list of destination shall be prepared by prioritizing destinations from the States which are not covered in the existing list of destinations. At present PRASHAD scheme is covering 26 States/UTs. Collectively the list shall cover most of the States in the country on pilgrimage map. Considering the geographical area and current scale of the program identification of at least one destination in each State shall be given preference.

The methodology to be followed for the selection of pilgrimage sites/ destination can be referred at **Annexure 1**.

8. Selection criteria for integrated development of heritage cities

8.1. Tourist footfall

Tourist footfall to heritage destinations within the city gives an idea about number of tourists visiting city and its popularity. Hence the tourist footfall shall be considered as an imperative criteria for selection of these cities.

8.2. Accreditation of heritage destinations in the cities

The historic destinations and monuments are accredited internationally and nationally

by UNESCO and ASI respectively. Thus, the criteria are important in prioritization of one heritage city over the other.

8.3. Number of heritage monuments

Heritage value of the city depends on the availability tangible heritage assets and intangible heritage resources. Nationally list of ASI monument could be considered as authentic document to map the heritage assets of the cities.

8.4. Funding Need

Many central and State Government schemes are under pipeline. This criteria is important to ensure provision of central financial assistance (CFA) to the heritage cities where it is critically required. This criteria would eventually enable segregation of the urban infrastructure from the tourism infrastructure initiatives.

8.5. Credibility of Implementation

Credibility of implementation is an important criteria which also accesses the capacity of the States/ UTs to implement mega projects. Credibility of implementation for heritage cities should be evaluated through the UC pendency of State/ UT Governments and its implementing agencies for project sanctioned by Ministry of Tourism. This indicator also needs to be deployed for prioritizing destinations. States without any UC pendency shall be given higher priority in selection criteria.

The methodology to be followed for the selection of pilgrimage sites/ destination can be referred at **Annexure 2**.

9. Admissible components

An illustrative and indicative list of components that shall be eligible for Central Financial Assistance (CFA) under the scheme is given below:

9.1. Infrastructure Development

- Toilet, cloak room facilities and waiting rooms at prominent destination points and if necessary, at city entry points like bus stands, railway stations etc.
- Informatory/Directional signage (if possible, these could be funded by the private sector). Guidelines should be formulated in the DPR toolkit to maintain design uniformity and enhancing aesthetics.
- Development/up-gradation of destination entry points viz. passenger terminals (of road, rail, and water transport). Basic conveniences like tourism Information/Interpretation Centers with ATMs/money exchange counters shall be provided at these entry points.
- Illumination of monuments/ pilgrimage structures.
- Provision of wayside amenities with emergency vehicle breakdown, repair facilities and infrastructure provision for stationing of caravan vehicles for tourists. The area and capacity shall be worked out as per the daily average footfall of the tourists to respective

destinations.

- Parking facilities for two-wheelers, cars, buses, and caravans.
- Improvement of road connectivity leading to prime destinations up to the last mile connectivity only.
- General improvements such as landscaping (includes trees and shrubs), water fountains, fencing, lighting, pavements/walkways/pathways/driveways, seating facilities/shelters, drinking water points, garbage bins, storm water drainage and treatment facilities for sewerage/effluent treatment are permissible within the pilgrimage footprint of the destination.
- First Aid Centers (Including Indian Medicines System).
- Improvement in communication through telephone booths, mobile services, and internet connectivity, Wi-Fi hotspots.
- Construction of watch tower (for surveillance and security purpose), rain shelters (for pilgrims)
- Equipment for tourism activities such as sound and light shows to enhance the spiritual/heritage experience of the identified destinations
- Construction of open-air theatres and amphitheatres
- Construction of craft haats /bazaars/ souvenir shops/cafeteria.
- Procurement of equipment for eco-friendly modes of tourist transport which should be plied on last mile connectivity to the prime assets and on pedestrianized roads to facilitate movement of old age, differently abled people, and children (below 8 year)
- Shoreline development & rejuvenation of natural water bodies such as rivers, lakes, streams, and river fronts of holy/ historic significance and shall be considered in consultation with M/o tourism and other allied Ministries.
- Helipad, ropeways required for tourist in the identified destinations where other transportation connectivity is weak.
- Use of renewable sources of energy and access to clean technology for tourist infrastructure for environmental care.
- External infrastructure such as water supply, sewerage, drainage, electricity, and roads.
- Any other activity directly related to tourism and required for development of the identified pilgrimage sites/ destinations or integrated tourism development of heritage city.

9.2. In addition to the above, following infrastructure components would be permissible only for integrated tourism development of heritage city:

- Evaluation and up-gradation of civic infrastructure around heritage / cultural / tourist areas and façade improvement of surrounding areas with part funding mechanism to be worked out in discussion with local Governments.
- Development of Heritage walks, street-scaping activities not limited to underground cabling, street furniture, storm water drainage and walkways/pathways.

- Support cultural events, fairs and festivals and associated infrastructure.
- Development of museums, interpretation centers and socio-cultural spaces.
- Restoration/ conservation of a historic structure/ monument.
- Revitalization of heritage areas/ precincts & conservation of monuments etc.
- Adaptive re-use plans for eligible structures.

9.3. Capacity Development, Skill Development & Knowledge Management

- Special courses to address the skill gaps identified by the State in the Detailed Project Report (DPR)
- Short duration skill development training program in association with other schemes of GOI.
- Emphasis on tapping the local potential and expertise in indigenous art and crafts.
- Documentation and preservation of the knowledge base in tourism for future use.

9.4. Online Presence

A. GIS based interactive and intelligent portal development and mobile applications, providing:

- Location based services
- Location based contents
- Booking facilities through E-Commerce application
- Linkages to applications of existing service providers
- Support dashboards for tourists as well as operators
- Decision support reporting for the department

B. Project Monitoring and Management System

- Online Dashboard for project monitoring and management system
- Tracking project progress through online UC submissions
- Tracking procurements through e-procurement system
- Tracking completion of milestones
- Tracking issues relating to escalation and variances.

C. Permission Based knowledge Portal

- Create a back-end digital library for content preservation.
- Push relevant research papers to appropriate institutions for future references.

D. Data Analytics and Reporting

9.5. IEC Component

10% of the scheme allocation is earmarked for IEC components

10. Inadmissible components

The Central Financial Assistance (CFA) under this scheme shall not be admissible for the following components. The list of components is indicative and shall be evaluated case to

case as per the details provided by State Governments.

10.1. For projects on pilgrimage destinations

- Land acquisition for development.
- Resettlement and rehabilitation package, operation and maintenance and management of the assets created.
- Improvement/ investments in assets/ structures owned by private agencies other than shrine authorities at pilgrimage centers.
- Construction activities like dredging, de-silting, check dams, conservation, and restoration.
- Accommodations like hotels and guest houses etc.

10.2. For projects on integrated development of heritage cities

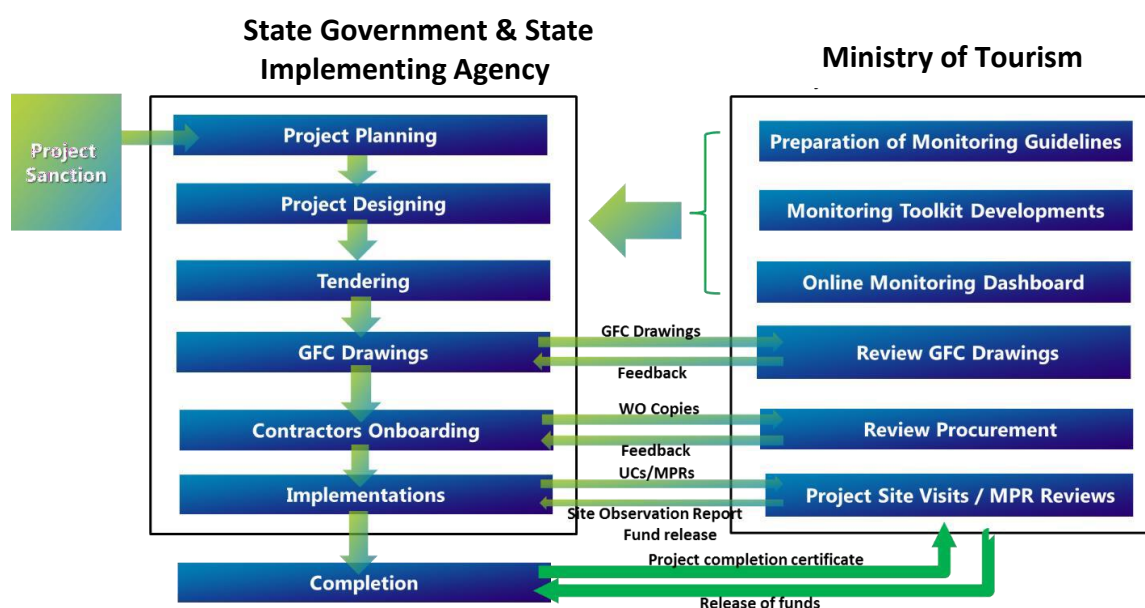
- Land acquisition for development.
- Resettlement and rehabilitation package, operation and maintenance and management of the assets created.
- Improvement/ investments in privately owned heritage assets/ structures.
- Construction activities like dredging, de-silting, check dams
- Accommodations like hotels and guest houses etc.
- Cultural events, fairs, and festivals other than heritage nature and associated temporary infrastructure arrangements or material procurements.
- Non-conforming adaptive uses as per the master plans and other statutory documents and adaptive reuses with commercial development proposals
- Revitalization and restoration of monuments or areas under litigation and encroachments.

11. Monitoring

The entire project would be 'outcome oriented' rather than 'process oriented'. Targets would be pre-set and benchmarked before being accepted as yardsticks to measure project progress.

- Ministry of Tourism would periodically monitor the scheme through designated officers.
- Both online & offline mode monitoring would be done.
- Implementing agencies shall submit the updated Monitoring Framework by 5th of every month.
- On the receipt of CC and UC for 3rd installment of funds released internal audit will be carried out.

The stages involved under the PRASHAD project monitoring are as follows:



12. Funding Mechanism

12.1. Funding Pattern

- The scheme is central financial assistance (CFA) and shall be 100% centrally funded for the project components undertaken.
- The funds would be released to the identified implementing agencies by State Government/ UTs. The powers to sanction funds in the scheme shall be strictly in conformity with the GFRs and the directions issued by the M/o Finance from time to time. All the proposals will be routed through IFD of M/o Tourism and after obtaining their concurrence.
- Up-to 10% funds shall be earmarked for IEC components like workshops, seminars, publications, stakeholder outreach, skill development etc.
- Voluntary funding available from Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and corporate sector shall be assured through convergence with other schemes of Central and State Governments.
- Suitable Public-Private Partnerships (PPP) to be taken up for improved sustainability of the projects.
- The Part Funding (PF) may be provided under the Mission in accordance with the relevant guidelines/instructions of the Govt. The scope of part funding would be limited to the pilgrimage infrastructure facilities and components and subcomponents shall be independent and easily implementable.
- A Special Purpose Vehicle (SPV) and project monitoring committee may be created for the purpose, wherever feasible. The undertaking would spell out specific milestone to be achieved indicating the works to be undertaken by them in physical and financial terms.

The financial terms in the DPR should also include State Government's contribution towards land, rehabilitation package and Operation and Maintenance (O&M).

- The State Governments would submit undertaking with Government of India indicating their commitment to the scheme by ensuring that the operation and maintenance of the identified and developed projects should be the responsibility of the respective State Government or the respective asset owners. The DPR should also include detail O&M plan along with periodical O&M cost amount for all the assets created under the scheme.

12.2. Fund Disbursal Plan

Funds sanctioned to the State Governments/UTs will be released as under:

- **1st Installment:** 30% of the project cost on submission of work orders, Good for construction DPR with GFC statutory approvals from respective agencies for construction initiation and detailed BOQs
- **2nd Installment:** 30% of the project cost after receipt of utilization certificate for the first instalment
- **3rd Installment:** 25% of the project cost after receipt of utilization certificate for the second instalment
- **4th Installment:** 10% of the project cost on completion of the work and receipt of utilization certificate
- **5th Installment:** 5% of the project cost after successful O&M of Toilet, TFC, Cafeteria facilities for one year as certified by an independent agency

Implementation agencies can approach Ministry of Tourism for release of next installment of funds after submission of UC for 75% of released funds.

For Himalayan and North-Eastern States, different funding pattern and duration of projects may be determined by the Mission Directorate keeping in view the difficulties in these areas.

13. Program Duration

This scheme is proposed to be implemented as a Central Sector Scheme during the 14th finance commission period i.e., March 2020 and beyond.

14. Management of Assets Created

The tentative operation and maintenance costs of the projects shall be worked out by State Governments/ UTs at the time of preparation of DPR & emphasis shall be given to working out options for sustainable operation and maintenance models through innovative revenue generation options and involvement of Government Trusts/ Committees, Private Sector/ NGOs/Tour Operators in operation and maintenance. In maintenance of the assets created, the experience and expertise of the local bodies would be used for the maximum possible extent. However, the PPP partner would be explored for operation, maintenance and sustenance of the facilities created.

15. Expected Outcomes

The outcome of the integrated development of Pilgrimage centers on a mission mode shall be regularly evaluated and measured on the following parameters:

- Increase in tourist footfall.
- Employment generation.
- Enhancement of awareness and development of skills & capacity to augment tourism with value added services.
- Increase in private sector participation in the identified tourist destinations.
- Integrated development of heritage cities.

ANNEXURES

Methodology for selection of pilgrimage sites/destination based on the criteria as per section 7 of the guidelines

Weightage for all the parameters is given in below table:

Sl. No.	Parameter for selection of pilgrimage sites/destination	Weightage (In %)
1	Pilgrims' footfall	
A	Average daily footfall	20
B	Peak procession footfall	20
2	Cultural, historical & heritage value of the places at national/ State level	20
3	Status on existing level of development	10
4	Resident population of the destination	10
5	Parity for pan India development in selection of destinations	10
6	Credibility of Implementation	10
	Total	100

1. Pilgrims Footfall

Pilgrims footfall is bifurcated into Average daily footfall and peak footfall. Both footfalls have been given equal weightage of 20% each.

A. Average Daily Footfall

Average daily footfall is calculated as per the formula given below; Average daily footfall = total cumulative footfall of the year/365.

The daily average footfall is divided into five ranges. Higher weightage has been given to the destinations with higher footfall.

Criteria	Below 2,000	2,001-5,000	5,001-10,000	10,001-25,000	Above 25,001
Average daily footfall of preceding year	1	2	3	4	5

B. Peak Footfall

Peak footfall is also important parameter for the destination selection. Higher weightage has been given to the destinations with higher peak procession footfall per day.

Criteria	Below 50,000	50,001-75,000	75,001-1,00,000	1,00,001-2,50,000	Above 2,50,001
Peak procession footfall per day	1	2	3	4	5

2. Cultural, historical & heritage importance of the places

Cultural, historical and heritage importance of the destination is important criteria in destination selection. The heritage value is dependent on the architectural style of main shrine, whether it is listed State archeological department's monument or ASI monument. Cultural value is more the no of faiths/ sects/ sub-sects covered by the particular pilgrimage destination. Some destinations might cover more than one religion. Considering these aspects destinations shall be divided in to three categories for its importance like high, medium and low.

Criteria	High	Medium	Low
Cultural, historical & heritage importance of the places	5	2	1

3. Status of Existing Level of Development

Level of existing development at the destination is an important parameter for identification of destination. Places with already developed infrastructure shall have lower priority compared to destinations lacking even basic infrastructure to support tourism at the destination.

	Very highly developed destination	Highly developed destination	Developed destination	Less developed destination	Very less developed destination
Level of development at the destination#	1	2	3	4	5

Destination shall be evaluated based on various basic tourism infrastructure like approach road, area illumination, signage, availability of public conveniences, security, solid waste management system at destination etc.

4. Resident Population of the Destination

Resident population is necessary factor as it assures employment in tertiary sector which is necessary for service delivery in hospitality and tourism sector. Size of resident population is an indicator of development, higher the population higher the probability of provision of basic physical infrastructure. Thus, higher resident population will assure CFA in tourism infrastructure than basic urban infrastructure in the project DPR.

Destination with higher resident population shall be given higher priority during selection process.

	Population 1Crore or more	Population 10 Lacs to 1Crore	Population 1 lacs to 10 Lacs	Population 20000 to 1 Lacs	Population below 20,000
Population of the sites/ destination	5	4	3	2	1

5. Parity in selection of destinations

State Size

Number of districts are indicator of the size of the State higher the number of districts larger the area and population of the State.

Number of districts are:

	Less than 10 districts	11 to 20 districts	21 to 30 districts	31 to 40 districts	Above 41 districts
Size of State	1	2	3	4	5

States which are not covered under the scheme shall be given priority in destination selection. However, the number of destinations shall be looked in conjunction with the size of the State.

Existing Destination Coverage

	4 identified destinations	3 identified destinations	2 identified destinations	1 identified destinations	No identified destination
Number of identified destinations in the State	1	2	3	4	5

6. Credibility of Implementation

Credibility of implementation shall be measured through Utilization Certificate (UC) pendency with State and it's implementing agencies against sanctioned project by Ministry of Tourism. Destination with no pendency shall be given higher priority over other destinations.

	Existing UC pendency with State and its implementing agency	No UC pendency with State and its implementing agency
Number of identified destinations in the State	0	5

Methodology for selection of heritage cities based on the criteria as per section 8 of the guidelines

Weightage for all the parameters is given in below table:

Sl. No.	Parameter for selection of pilgrimage sites/destination	Weightage (In %)
1	Tourist footfall	
A	City level tourist footfall	15
B	Heritage destination level tourist footfall	20
2	Accreditation of heritage destinations in the city	20
3	Number of heritage monuments in the city	20
4	Need of funding	15
5	Credibility of Implementation	10
	Total	100

1. Tourists Footfall

Tourist footfall is bifurcated into city level footfall and heritage destination/ monument level footfall. Both footfalls have been given equal weightage of 15% each.

A. City level footfall

Average city level daily footfall shall be calculated as per the formula given below;

City level average daily footfall = Total cumulative footfall of the year/ 365

The daily average footfall is divided into five ranges. Higher weightage has been given to the destinations with higher footfall.

Criteria	Below 2,000	2,001-5,000	5,001-10,000	10,001-25,000	Above 25,001
Average daily Footfall of preceding year	1	2	3	4	5

B. Destination level tourist footfall

Average daily footfall to the ticketed monument shall be calculated basis the data available with Archeological Survey of India (ASI) or State Archaeological department

Criteria	Below 500	501-1,000	1,001-3,000	3,001-5,000	Above 5,001
Average daily footfall	1	2	3	4	5

2. Accreditation of monuments

Accreditation by UNESCO and ASI will be one of the deciding criteria for the ranking of

the cities. Higher weightage is given to the city with higher number of listed monuments.

Criteria	1-2	2-4
ASI Monument	3	5
UNESCO Monument	5	

3. Number of heritage monuments in the city

Number of listed heritage monuments is important for ranking of the cities. Higher weightage is given to the city with higher number of listed monuments by any of the three agencies viz. UNESCO, ASI, and State Archeological department.

Criteria	Below 5	6-10	11-30	31-50	51 and above
Heritage monuments	1	2	3	4	5

4. Funding Need

Total amount of earlier fund received from the State and central Government scheme for the city

Criteria	Below INR 1 Crore	INR 1-10 Crore	INR 11-30 Crore	INR 31-50 Crore	INR 51 Crore and above
State and Central Government scheme	5	4	3	2	1

5. Credibility of Implementation

Credibility of implementation shall be measured through Utilization Certificate (UC) pendency with State and its implementing agencies against sanctioned project by Ministry of Tourism. Destination with no pendency shall be given higher priority over other destinations.

	Existing UC pendency with State and its implementing agency	No UC pendency with State and its implementing agency
Number of identified destinations in the State	0	5

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