



GOVERNMENT OF KERALA

Abstract

Tourism Department – Special Working Group-New Plan Scheme-
"Destination Challenge" - In-principal Comprehensive Administrative
Sanction accorded- orders issued.

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TOURISM (A) DEPARTMENT

G.O.(MS)No. 24 /2021/TSM.

Dated,21.12.2021Thiruvananthapuram,

- Read: 1) Letter No.P4 -8488/2021 dated 30.7.2021 from the
Director, Department of Tourism
2) Minutes of the Special Working Group meeting held on
04.12.2021

ORDER

Development of destinations for tourism is one of the important responsibilities of Tourism Department. Of late there has been substantial increase in local domestic tourism putting pressure on existing destinations. There is also the continuing demand from various parts of the state for developing areas that offer potential to be transformed as tourism destinations. In this context Tourism Department has created a new scheme for the development of local destinations with the participation and leadership of Local self government institutions. The project aims at expanding tourism development by ensuring the participation of local bodies. The project will be called "Destination Challenge". "The objective of the scheme is to realize the importance of indigenous tourism in the commencement of post- covid tourism activities and to link tourism activities with various schemes of the local bodies in such a way as to enable the comprehensive development of the state.

2. The Director , Department of Tourism has submitted a project proposal "Destination challenge" at an estimated cost of Rs. 50 crores (Fifty crores only) under the head of account 5452-01-101-99-34-03 Upgradation , Creation of Infrastructure and Amenities (P).

3. Special Working Group for plan scheme held on 4/12/2021 has accorded in principal approval for issuing a Comprehensive Administrative Sanction for an estimate amount of Rs.50 Crore(Fifty crores only).

4. Government have examined the project proposal in detail and are pleased to accord in principal Comprehensive Administrative Sanction for the project "Destination Challenge" at an estimated cost of Rs.50 crore (Fifty crores only) under the Head of Account 5452-01-101-99-34-03 Upgradation , Creation of Infrastructure and Amenities (P) subject to the following conditions.

- 1) The projects meant for infrastructure creation should only be selected under the scheme.
- 2) Director, Tourism shall prepare a detailed and transparent guidelines for the selection of projects and its implementations.
- 3) Approval for individual project should be given by Departmental working group/Director, Tourism Department as per the existing financial delegation by ensuring technical and financial viability of the project.

5. The following general conditions should also be followed while implementing the project.

1. The expenditure would be met from the provision available under the appropriate head of account.
2. The fund release will be based on actual requirement and the fund released should not be parked in banks.
3. Store purchase Rules shall be strictly adhered to
4. Tender/e-tender and other stipulated formalities shall be followed where ever necessary.

5. post creation and purchase of vehicles are not admissible under the scheme.
6. For hiring of project staff / man power as part of project implementations, instructions issued in GO (P) No. 76/2019/Fin, dated 02.07.2019 and GO(P)No. 81/2019/Fin dated 09.07.2019 shall be followed.

The Guidelines for implementing the Project-“Destination challenge” is also attached to this Government Order.

(By Order of the Governor)

E. SAHEED

Additional Secretary to Government

To,

The Director, Department of Tourism, Thiruvananthapuram.
The Principal Accountant General (A&E), Thiruvananthapuram.
The Principal Accountant General (Audit), Thiruvananthapuram
Sub Treasury Officer, Vellayabalam
Finance (Planning B) Department
Finance (Expenditure) Department (File NO. 1899348/Exp-
B2/373/2021/Fin)
Local Self Government Department.
Planning & Economic Affairs Dept
I&PRD (Web & New Media) (for publishing in the Government websites)
Stock File / Office Copy

Forwarded / By order


Section Officer

The Guidelines for implementing the Project-"Destination challenge"

1. Local Self Government institutions should identify/suggest suitable destination of tourism potential in their area and submit the DPR of the project proposal on the online platform prepared by Department of Tourism after obtaining formal approval from LSGD.
2. The DPR of the proposal shall be prepared by LSGIs with estimate in PRICE software.
3. LSGIs shall clearly explain the reason for suggesting the area/region under this scheme.
4. The proposal should be flood resilient and the proposed constructions shall be in sustainable manner.
5. LSGIs are responsible for obtaining all statutory clearance for the project.
6. LSGIs shall attach the land ownership certificate for the proposed project site and land NOC from appropriate body along with the proposal
7. If the project area is included in more than one local government body, these local government bodies can jointly submit the application.
8. LSGIs shall collect revenue from the project area and this revenue shall be utilized for the proper operations and maintenance of the Tourism project. LSGIs should prepare a business plan for this revenue and its utilization and submit it along with the project proposal.
9. Department of Tourism shall provide only 60% (subject to a maximum of Rs. 50 Lakhs (Fifty Lakhs only)) of the project cost.
10. The balance fund shall be met by concerned LSGIs through plan grants, supplemented by own funds or any other funds (including CSS)

as available.

11. The funds of Department of Tourism shall be released only after utilizing the fund of LSGIs and this amount will be paid to the contractor who carry out the construction work of the project as per the conditions stipulated in the GO(P) No.118/2018/Fin dated 03.08.2018.
12. The applications will be examined by the Technical sanction committee of the Department of Tourism.
13. Once the project has been approved by the Technical sanction committee administrative sanction shall be issued by Director or Government as the case may be. The expenditure shall be met from the H/A 5452-01-101-99-00-34-03 Upgradation,Creation of Infrastructure and amenities (P)
14. Local Self Government Institutions should enter into an agreement with Department of Tourism before proceeding with the work.
15. The time period for the completion of the project shall not be more than 18 months from the date of issue of the Administrative sanction.