

**15 -ാം കേരള നിയമസഭ**

**4 -ാം സമ്മേളനം**

**നക്ഷത്ര ചിഹ്നം ഇല്ലാത്ത ചോദ്യം നം. 1244**

**14-03-2022 - ൽ മറുപടിയ്ക്ക്**

**ചലഞ്ച് ഡെസ്റ്റിനേഷൻ പദ്ധതി**

ചോദ്യം		ഉത്തരം	
ശ്രീമതി ശാന്തകുമാരി കെ.		null (പൊതുമാതൃത്വം- വിനോദസഞ്ചാര വകുപ്പ് മന്ത്രി)	
(എ)	<p>ഗ്രാമ പ്രദേശങ്ങളിൽ പുതിയ വിനോദ സഞ്ചാര സ്ഥലങ്ങൾ കണ്ടെത്തുന്നതിനായുള്ള ടൂറിസം വകുപ്പിന്റെ ചലഞ്ച് ഡെസ്റ്റിനേഷൻ പദ്ധതിയുടെ വിശദാംശങ്ങൾ ലഭ്യമാക്കാമോ?</p>	(എ)	<p>തദ്ദേശ സ്വയംഭരണ സ്ഥാപനങ്ങളുടെ പങ്കാളിത്തത്തോടെയും നേതൃത്വത്തോടെയും തദ്ദേശീയമായ ടൂറിസം സാധ്യതകളുള്ള ഡെസ്റ്റിനേഷനുകൾ വികസിപ്പിച്ച് ടൂറിസം വികസനം വിപുലമാക്കാനാണ് ഡെസ്റ്റിനേഷൻ ചലഞ്ച് കൊണ്ട് ഉദ്ദേശിക്കുന്നത്. കോവിഡാനന്തര ടൂറിസം പ്രവർത്തനങ്ങളുടെ തുടക്കമെന്ന നിലയിൽ തദ്ദേശീയമായ ടൂറിസത്തിന്റെ പ്രധാനം തിരിച്ചറിയാനും തദ്ദേശ സ്ഥാപനങ്ങളുടെ വിവിധ സ്കീമുകളെ ടൂറിസം പ്രവർത്തനങ്ങളുമായി സംയോജിപ്പിക്കാനും അതിലൂടെ സംസ്ഥാനത്തിന്റെ തന്നെ വികസനവുമാണ് ഈ പദ്ധതിയിലൂടെ വിഭാവനം ചെയ്യുന്നത്. തെരഞ്ഞെടുക്കപ്പെടുന്ന പദ്ധതികൾക്ക് പദ്ധതി തുകയുടെ 60% (പരമാവധി 50 ലക്ഷം രൂപവരെ) ടൂറിസം വകുപ്പ് നൽകുന്നതാണ്. 21.12.2021 തീയതിയിലെ GO(MS) No. 24/2021/TSM നമ്പർ ഉത്തരവ് പ്രകാരം ഈ പദ്ധതിയ്ക്ക് ഭരണാനുമതി നൽകുകയും പദ്ധതിയുടെ നടത്തിപ്പിനായുള്ള മാർഗ്ഗ നിർദ്ദേശങ്ങൾ പുറപ്പെടുവിക്കുകയും ചെയ്തിട്ടുണ്ട്. 22/02/22 തീയതിയിലെ GO(MS) No. 5/2022/TSM നമ്പർ ഉത്തരവ് പ്രകാരം മേൽപ്പടി മാർഗ്ഗ നിർദ്ദേശങ്ങളിലെ ഐറ്റം നം ഒന്നും പതിനൊന്നും ഭേദഗതിവരുത്തി ഉത്തരവായിട്ടുണ്ട്. മേൽപ്പടി ഉത്തരവുകളുടെ പകർപ്പ് അനുബന്ധമായി ചേർക്കുന്നു.</p>

സെക്ഷൻ ഓഫീസർ



**GOVERNMENT OF KERALA**

**Abstract**

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

**TOURISM (A) DEPARTMENT**

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

Dated, 21.12.2021 Thiruvananthapuram,

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.

3. Store purchase Rules shall be strictly adhered to
4. Tender/e-tender and other stipulated formalities shall be followed wherever necessary.



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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.

Forwarded / By order

Section Officer

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.

After obtaining formal approval from LSOD,

The DPP of the proposal shall be prepared. (By Order of the Governor)

7. The LSOD shall

3. LSOD shall clearly explain the reason for suggesting E. SAHEED under this scheme.

Additional Secretary to Government

To, The proposal should be flood resilient and the proposed constructions shall be sustainable.

- ✓ 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

application.

Forwarded / By order

9. LSODs shall collect revenue from the project area and this revenue shall be utilized for the proper operations and maintenance of the project. LSODs should prepare a business plan for this revenue and submit it along with the project proposal.

  
Section Officer

10. The Government shall provide only 50% (subject to a maximum of Rs. 50 Lakhs per annum) of the project cost.

10. The balance fund shall be met by concerned LSODs through plan grants, supplemented by own funds or any other funds including CSSI

## 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.

As per the Government Order read as 1<sup>st</sup> paper above Government have accorded Comprehensive and Administrative sanction for the plan scheme "Destination Challenge". The Guidelines for implementation of the Project is also attached to the Government Order.

As per the letter read as 2<sup>nd</sup> paper above, the Director of Tourism has reported that while adhering to the conditions stipulated in the Guidelines under Item No.I and No.II some inconvenience is observed. Therefore the Director Tourism has requested Government to modify Item No.I and Item No.II under the Guidelines of the Scheme "Destination Challenge".

Government have examined the matter in detail and are pleased to modify Item No.I and Item No.II under the Guidelines of the Scheme "Destination Challenge" as follows

#### Item NO.I

Local Self Government Institutions shall identify suggest suitable destination of tourist potential in their area and submit the DPIC of the project proposal on the online platform prepared by the Department of Tourism.

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**GOVERNMENT OF KERALA**

**Abstract**

Tourism Department-Special Working Group -New Plan Scheme-Destination Challenge - In - Principal Comprehensive Administrative Sanction - Guidelines modified - orders issued.

**TOURISM (A )DEPARTMENT**

G.O.(Ms)No.5/2022/TSM Dated,Thiruvananthapuram, 22-02-2022

1 G.O (MS) No. 24/2021/TSM dated 21.12.2021

Read

2 Lr.No. P4-8488/2021 dated 18.02.2022 from the Director of Tourism

**ORDER**

As per the Government Order read as 1<sup>st</sup> paper above Government have accorded Comprehensive In-Principal Administrative sanction for the new plan scheme "Destination Challenge" The Guidelines for implementation of the Project is also attached to the Government Order .

As per the letter read as 2<sup>nd</sup> paper above , the Director of Tourism has reported that while adhering to the conditions stipulated in the Guidelines under item No.I and No.II some inconvenience is observed . Therefore the Director, Tourism has requested Government to modify item No.I and item No.II under the Guidelines of the Scheme-"Destination Challenge".

Government have examined the matter in detail and are pleased to modify item No.I and item No.II under the Guidelines of the Scheme-"Destination Challenge" as follows

Item NO.I.

" Local Self Government Institutions shall identify/ suggest suitable destination of tourism potential in their area and submit the DPR of the project proposal on the online platform prepared by the Department of Tourism "

GOVERNMENT OF KERALA

Item NO. 11.

"The fund of Department of Tourism shall be released to the LSGIs only after utilizing the fund of LSGIs. LSGIs shall submit fund request along with utilization certificate to the Department of Tourism through concerned District Deputy Directors, Department of Tourism".

The Government Order read as 1<sup>st</sup> paper above is modified to this extent only.

(By order of the Governor)  
DR VENU V I A S  
ADDITIONAL CHIEF SECRETARY

To:

✓ The Director, Department of Tourism, Thiruvananthapuram

The Principal Accountant General (Audit) Thiruvananthapuram

The Principal Accountant General (A&E) Thiruvananthapuram

The Sub-Treasury Officer, Vellayambalam

The Finance (Planning-B) Department

The Finance (Expenditure) Department

The Local Self Government Department

Planning & Economic Affairs Department

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Forwarded By order

  
Section Officer

  
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