

GUIDELINES FOR THE SCHEME OF MARKET DEVELOPMENT ASSISTANCE (MDA) FOR PROMOTION OF DOMESTIC TOURISM

(With effect from 09.01.2009)

Under the existing Hospitality programme which is an important part of Marketing plan, the Ministry of Tourism invites editorial teams of travel publications, travel agents, tour operators subject specialists, opinion makers etc., from foreign countries to effectively project India as an attractive multidimensional tourist destination offering a vast range of attractions. These invited persons get first hand information / knowledge of the Indian tourism product during their familiarization tours in our hospitality.

2. However, for long, it has been felt that the existing scheme is silent on promoting India, within India itself. It has therefore, been decided that the scope of the present scheme of Hospitality programme should be moulded to also make it inward looking considering that the country provides vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of the new scheme is:

- a) To motivate travel agents/tour operators and especially, those who are yet to promote India to include tour packages to various destinations, preferably, less popular and unexploited destinations in the country in their marketing programme.
- b) To encourage domestic tourists to visit such unexploited tourist destinations in various states and thereby, project India as an attractive multi dimensional tourist destination.
- c) To familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

2.1 Ministry of Tourism would also provide financial assistance to tourism service providers approved by the Ministry of Tourism, Government of India or by the State Tourism Department in the case of North Eastern States and Jammu and Kashmir for participation in travel marts, annual conventions of Indian Association of Tour Operators / Travel Agents Association of India / Association of Domestic Tour Operators of India / Adventure Tour Operators Association / Federation of Hotels & Restaurants Association of India / Hotels Association of India or any other National level Travel / Tour Association approved / sponsored / recognized by MOT.

ELIGIBILITY CONDITIONS:

3. This scheme would be applicable to tourism service providers, viz., hoteliers, travel agents, tour operators, tourist transport operators approved by the Ministry of Tourism, Government of India and in the case of North - Eastern states and Jammu and Kashmir, approved by the concerned State Tourism Departments.

4. One tour by the tourism service provider to a particular state and a total of not more than two in one financial year would be eligible for financial assistance under the Hospitality scheme. However, one additional tour shall be considered for visiting North East region or Jammu and Kashmir. Similarly, service providers from the North – Eastern region and Jammu & Kashmir shall be eligible for three tours, out side their respective regions.

5. The tour to a single city / state or a group of cities / states shall be for a minimum of three nights stay at the destination, excluding journey period so that the tourist potential is appropriately exploited.

6. The approved tourism service providers would be provided financial assistance on travel expenses by **air only** subject to a ceiling of Rs. 30,000/- (per trip (to and fro)) of the airfare for

undertaking such tours to other destinations and circuits. **As per Circular F. No. 19024/1/2009 – E. IV dated 13th July 2009 of Ministry of Finance (Department of Expenditure), it has been decided that in all cases of air travel, both domestic and international, where the Government of India bears the cost of air passage, the officials concerned may travel only by Air India. For travel to stations not connected by Air India, the officials may travel by Air India to the hub / point closest to their eventual destination, beyond which they may utilize the services of another airline which should also preferably be an Alliance Partner of Air India.**

7. The assistance shall be permissible to only one person i.e., CEO / Managing Director / Director / Managing Partner / Proprietor of the company / organization.

8. The local hospitality, boarding (and /or transport) shall be borne by the State Government. Information to the effect shall be sent to the concerned State Government, well in advance. In respect of the North Eastern States and Jammu and Kashmir, the hospitality would be borne by the Ministry of Tourism. In this connection, the Regional Director concerned shall make all the arrangements for boarding and lodging, as per the directions of the Ministry of Tourism. RD would coordinate with the concerned State Government for arranging package tours and accommodation, preferably at Government guesthouses and classified hotels up to three star.

OTHER GENERAL CONDITIONS:

- i. The service provider should furnish a declaration at the time of prior approval to the effect that their agency is not under investigation or charged / prosecuted/ debarred /black listed by the Ministry of Tourism, Government of India or any other Government agency.
- ii. The applicant shall furnish a declaration on their letter head in the prescribed format as ***"I hereby declare that I***

have not claimed / received any financial assistance for tour to any domestic destination / circuit or for any other permissible items under the MDA Scheme for domestic tourism service providers from MOT or any other Government agency.” (In case assistance has been received earlier in the same financial year, the details should be furnished.)

- iii. In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past, under the Hospitality programme.
- iv. Tourism Service Providers covering new destinations and circuits would be encouraged.
- v. The distribution of publicity material should also be made the part of the Hospitality programme in a way that the approved tourism service providers distributes in various cities / states and in tourism related fairs and festivals in order to promote Indian tourism products.
- vi. The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity
- vii. The application shall be submitted to the Assistant Director General (Travel Trade), Government of India, Ministry of Tourism, Room No. 23, C - 1, Dalhousie Road, New Delhi – 110 011 in the prescribed format (**Annexure – I**) at least 14 days in advance along with the following documents:
 - a) Letter / certificate of approval of the agency by the Ministry of Tourism and / or by the State Government in the case of the North Eastern states and Jammu and Kashmir.
 - b) After undertaking the tourism promotional activity for which prior approval had been accorded by the Ministry of Tourism, the tourism service provider would submit the application for Hospitality claim, in the prescribed format (**Annexure – II**) to the Ministry of Tourism, Government of India immediately on return from the tour but positively within one month of the return along with the following documents:

- I. Details of financial assistance availed during the last three years from the Government of India including Ministry of Tourism.
- II. Self certified copy of approval certificates issued by the Ministry of Tourism/State Government in the case of North-Eastern States and Jammu and Kashmir.
- III. Original air boarding pass / stub etc., during the journey along with three self-certified photocopies. The following details should be given separately in a statement(prescribed format(**Annexure – II**):
 - i) Name of the traveler
 - ii) Ticket number
 - iii) Flight number
 - iv) Date of departure and return
 - v) Sectors covered
 - vi) Class in which traveled
 - vii) Economy excursion class fare for sectors visited
 - viii) Brief report about the tour and achievements. (Separately on company's letterhead).

The Claim form received after one month of return or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given would not be entertained and would be rejected.

APPLICATION FORM FOR OBTAINING PRIOR APPROVAL UNDER MDA FOR PROMOTION OF DOMESTIC TOURISM SCHEME

1.	Name of the firm with full address	
2.	Name and designation of the person taking tour	
3.	Certificate regarding approval of the agency / firm by the Ministry of Tourism and / or State Tourism Department in the case of North-Eastern States and Jammu & Kashmir. (Please attach a self certified copy of the approval letter).	File no. & date: Valid up to:
4.	Total turn over including Foreign Exchange Earnings, if any in the case of North-Eastern States and Jammu & Kashmir during last financial year. (Please attach a copy of Certificate from the Chartered Accountant).	
5.	Name of the destination(s) / circuit(s) to be visited and the duration of stay	
6.	Purpose of visit (Name of the fair / exhibition / travel marts/ conventions–check guidelines)	
7.	Proposed date of departure from the residing State	
8.	Date of arrival to the residing State	
9.	Details of the financial assistance availed during the current financial year under the MDA Scheme for promotion of Domestic Tourism: a) Name of the destination(s) / circuit(s) visited:	

	b) Name of the person: c) Dates: d)MDA amount received:	
10.	Details of the financial assistance availed during the last three financial years under the MDA Scheme for promotion of Domestic Tourism: a) Name of the destination(s) / circuit(s) visited: b) Name of the person: c) Dates: d)MDA amount received:	

Place:

Date:

Designation

Signature, name and seal

CLAIM FORM FOR MARKETING DEVELOPMENT ASSISTANCE (MDA) FOR PROMOTION OF DOMESTIC TOURISM SCHEME

1.	Name of the firm with full address	
2.	Name and designation of the person taking tour	
3.	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional tour. (Please attach a copy of the approval letter).	Letter number: Date:
4.	Certificate regarding approval of the agency / firm by the Ministry of Tourism and / or State Tourism Department in the case of North-Eastern States and Jammu & Kashmir. (Please attach a self certified copy of the approval letter).	File number: Date: Valid up to:
5.	Total turn over including Foreign Exchange Earnings, if any in the case of North-Eastern States and Jammu & Kashmir during last financial year. (Please attach a copy of Certificate from the Chartered Accountant).	
6.	Name of the destination(s) / circuit(s) to be visited and the duration of stay	
7.	Purpose of visit (Name of the fair / exhibition / travel marts/ conventions-check guidelines)	
8.	Date of departure from the residing State	
9.	Date of arrival to the residing State	
10.	Details of the financial assistance availed during the current financial year under the MDA Scheme for promotion of Domestic Tourism:	

	a) Name of the destination(s) / circuit(s) visited: b) Name of the person: c) Dates: d) Amount received:	
11.	Details of the financial assistance availed during the last three financial years under the MDA Scheme for promotion of Domestic Tourism: a) Name of the destination(s) / circuit(s) visited: b) Name of the person: c) Dates: d)MDA amount received:	
12.	Actual expenditure incurred on return airfare by economy excursion class for the instant tour. (Please attach boarding pass / stub used during the journey along with three self certified Photostat copies).	
13.	Amount being claimed:	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Place:

Date:

Designation

Signature, name and seal
