

**Government of India
Ministry of Tourism
(Publicity and Events Division)**

No. 1-Event (37)/2011

Dated : 19th July 2017

Reference: Ministry of Tourism's Guidelines bearing no. No. 1-Event (37)/2011 dated 15th September 2014 for extending Financial Support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the Country.

Subject: Issue of Revised Guidelines for extending Financial Support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the Country

The Ministry of Tourism, Government of India provides Financial Assistance to State Governments and UT Administrations for organizing various Fairs, Festivals and Tourism Related Events. The Ministry also extends Financial Support to Commerce, Trade and Industry Organisations for organizing Tourism and Tourism Related Events and to Tourism, Travel and Hospitality Trade Associations for their various events in India and abroad.

2. It is, however observed that there are Special Events organized at the National / International Level that provide a large and effective platform for achieving widespread exposure and reach amongst a large target audience and receive widespread media coverage as well, thereby enhancing the profile of the event. These may include, inter alia, sporting events, cultural events, film/cinema related events, media events, Travel Marts & Exhibitions which promote Indian destinations and tourism products amongst participating delegates and visitors and/or any other events of merit.

3. The Ministry of Tourism will invite Expressions of Interest (EoI) from organisers of such events (Non-Governmental Organisations, Trusts, Event Management Companies, etc.), that have the potential to promote Tourism to and/or within the country, for association with the Ministry of Tourism and the "Incredible India" brand.

The detailed EoI document is available for download (throughout the year) from the website www.tourism.gov.in. The proposals for support for both domestic and international events which fulfil the requisite eligibility conditions may be submitted to the Director, Ministry of Tourism, Room No. 124, Transport Bhawan, Sansad Marg, New Delhi-110001, minimum three months before the date of the event. The proposals which meet the minimum eligibility conditions would be processed for

placing before the Constituted Committee for their consideration. The meeting of the Constituted Committee would be held four times a year, in the last week of March, June, September, December, being the last month of every quarter of the year. Proposals which are not given three months before the event would not be eligible for consideration, even if they meet the minimum eligibility conditions.

4. With a view to extend financial support to such events, it has been decided to put into place a mechanism of Specially Constituted Committees which will assess the potential of the event to promote tourism to/within the country. The total amount of financial support will, however, not exceed 50% of the total cost of the event.

(i) The Constituted Committee has been re-constituted and would be as follows:

• Joint Secretary (Tourism) heading Publicity & Events Division	-	Chairman
• Addl. Director General (Tourism)	-	Member
• Additional Director General (MR), MoT	-	Member
• Economic Advisor, MoT	-	Member
• Director / DS (Finance), MoT	-	Member
• Representative from MHA (for events in India)	-	Member
• Representative from MEA (for events Overseas)	-	Member
• Representative from the concerned Ministry	-	Member
• Independent Expert from the relevant field	-	Member
• Representatives from Trade Associations	-	Members
• Any Eminent domain expert co-opted/invited by the Chairman	-	Member
• Dir/DDG (Publicity & Events), MoT	-	Member

(ii) The **Terms of Reference** for the Committees would be to make recommendations based on an assessment of:

- The potential of the event to promote tourism to/within the country.
- The profile of the event, the target audience, the exposure/reach offered and the deliverables that would be provided.
- The Superior/Constituted committee will indicate cost against each deliverable from the total amount recommended for financial support for a particular event. A minimum penalty of 25% and a maximum of 100% will be deducted from the amount indicated against each deliverable in case the deliverable is not realized as stipulated in the work order.

(iii) Thereafter the proposal will be submitted for required concurrence/ approval in the Ministry as per existing procedures, based on recommendations of the Constituted Committees.

5. A Sub-Committee constituted in the Ministry of Tourism will initially examine the proposals received and list out details and profile of the events, profile of the organizers, the total estimated cost of the event, other sponsors for the events, support requested for from the Ministry of Tourism and the deliverables offered. Any clarifications/additional documents required would be called for by the Sub-Committee. The meeting of the Specially Constituted Committee (as listed in para 4 above) to assess and make recommendations on the proposals, would be convened 15 days after examination of the proposals by the Sub-Committee and details of the proposal as examined by the Sub-Committee would be conveyed to all Committee Members along with the Meeting Notice.

6. The Sub-Committee will comprise the following officers:

- (i) Director / Dy. DG (Publicity, Events & IT)
- (ii) Representative from the Integrated Finance Division of the Ministry
- (iii) Two Asstt. Dir. General level officers
- (iv) Asstt. Dir. (Publicity / Events & IT) as Member Secretary

7. International events being hosted in India where first refusal is offered to the host country:

The following procedure will be followed for processing such proposals:

- (i) On receipt of the proposal, views of the trade will be invited.
- (ii) The constituted Sub-Committee will examine the proposal received and list out details of the events, profile of the organizers, the support requested for from the Ministry of Tourism and the deliverables offered as well as inputs received from the trade.
- (iii) In-principle approval for extending support to the event will be sought from the competent authority.
- (iv) Meeting of the Constituted Committee will thereafter be convened after a period of 15 days and details of the proposal as examined by the Sub-Committee would be conveyed to all Committee Members along with the Meeting Notice.
- (v) Proposal would be put up to the Constituted Committee for recommendations and then submitted for required concurrence/ approval in the Ministry as per existing procedures, based on the recommendations of the Committee.

8. Events organized by the Government of India/ State Governments/ Corporations/ PSUs:

(i) Events organized by Govt. of India and Central PSUs:

The following procedure will be followed for processing the proposals received:

(a) The constituted Sub-Committee would examine the proposal received and list out details of the events, profile of the organizers, the support requested from the Ministry of Tourism and the deliverables offered. Any additional information/documents required would be obtained from the organizers.

(b) A meeting of the Constituted Committee would be convened 15 days after the meeting of the Sub-Committee and details of the proposal as examined by the Sub-Committee would be conveyed to all Committee Members along with the Meeting Notice.

(c) The proposal, as examined by the Sub-Committee would be put up to the Constituted Committee based on the quantum of support requested for, for assessment and recommendations.

(d) Thereafter the proposal would be submitted for required concurrence/ approval in the Ministry as per existing procedures, based on the recommendations of the Committee.

(ii) Events organized by State Governments / Corporations / UTs:

The Ministry of Tourism has separately issued guidelines for extending financial support to State Governments and Union Territories for organizing Fairs, Festivals and Tourism Related Events, of which two events can be those organized by the private sector. All proposals received from State Governments/UTs will be processed in accordance with these guidelines.

9. Participation in important Travel Marts and Exhibitions organized in the country:

The Ministry of Tourism has been supporting and is committed to support important Travel Marts and Exhibitions being organized in the country such as SATTE, GITB, KTM & TTF on year to basis. The maximum financial support for such events would not exceed Rs. 25 Lakh and the quantum of such support and form of support would be decided by the Ministry of Tourism on a case to case basis considering the deliverables. In case the organisers or co-organisers are State Governments, the support in the form of grant would be provided to the State Governments. In other cases, the support may be given to the organisers.

10. Events of organizations with whom the Ministry has entered into in Memorandum of Understanding:

i. The Ministry of Tourism has entered into Memorandums of Understanding with Ministry of Information & Broadcasting, Ministry of Civil Aviation, Ministry of Railways, Experience India Society etc. The objectives of signing these MoUs are as follows:

- ii. To cooperate and develop synergy between the Ministry of Tourism and other Ministries/organizations for effectively positioning India as preferred tourism destination in tourism generating markets overseas.
- iii. Enhancing the reach of the Incredible India brand by pooling of resources and combined efforts between the Ministry of Tourism and other Ministries/organizations.
- iv. To capture a larger segment of the market share of world tourism by promoting and marketing India as a tourism destination and establishing distinct and unique positioning for Incredible India branding.
- v. Increase cooperation and unanimity amongst entities involved in tourism related activities in India and overseas.
- vi. In addition, specific activities/areas of cooperation are identified in context of the Ministry/organization with which these are signed.

Proposals for financial support of events organised by the Ministries/organisations with which the Ministry of Tourism has entered into Memorandums of Understanding would not be referred to the Constituted Committees but would be processed within the Ministry of Tourism in accordance with the terms and conditions/clauses of the concerned/relevant Memorandum of Understanding if the same are valid at the time of the receipt of the proposal.

11. Events organized by Private Sector for which requests are received directly and not in response to Expressions of Interest (EOI) / advertisements issued:

In the case of major international events hosted in India where receiving proposals through the EOI route may not be feasible, proposals received directly would be considered by the Constituted Committee as at para 4 (ii) of these Guidelines, keeping in view requirements specified in the EOI document issued by the Ministry.

After the proposal is examined by the constituted Sub-Committee, a meeting of the Constituted Committee would be convened after a period of 15 days for making recommendations on the proposal. Thereafter the proposal would be submitted for required concurrence/approval in the Ministry as per existing procedures, based on recommendations of the Constituted Committee.

12. Support to events related to Niche Tourism products such as Golf:

Proposals for support to Events related to Niche Tourism Products will be processed in accordance with the guidelines issued by the Ministry for the same. If there are no guidelines in existence for any of the Niche Products, the proposals will be examined

by the Sub-Committee and then put up to the relevant Constituted Committee for their recommendations.

13. Procedure for proposals received in response to Expressions of Interest (EOI) invited by the Ministry:

- (a) Proposals received in response to the EOIs invited by the Ministry would initially be examined by the constituted Sub-Committee to confirm fulfillment of eligibility criteria and submission of all required documents/information, as detailed in the EOI document. If clarifications/additional documents are required, the same would be called for, giving a maximum time of 15 days for submission of the same. Thereafter the meeting of the Sub-Committee may be convened again to confirm receipt of all required documents/ information.
- (b) Meeting of the Constituted Committee would be convened after a period of 15 days. Details of the proposal as examined by the Sub-Committee would be conveyed to all Committee Members along with the Meeting Notice.
- (c) The proposals would be put up to the relevant Constituted Committee for recommendations including quantum of support to be offered and deliverables. Presentations on the proposals would be made before the Committee by the organizations/ agencies submitting proposals.
- (d) Thereafter the proposal would be submitted for required concurrence/ approval in the Ministry as per existing procedures, based on the recommendations of the Committee.

14. Support to Overseas Events:

In the case of support to overseas events, the proposals will be examined by the Ministry of Tourism on the basis of recommendations received from the Indiatourism offices overseas. Such proposals will not be put up to the Committees, if the amount involved is less than Rs. 15 Lakh. Similarly, in the case of Events organized in the country by Tour Operators, etc. from Overseas, the proposals may be examined by the Ministry of Tourism on the basis of recommendations received from the Indiatourism offices overseas. Such proposals will also not be put up to the Committees, if the amount involved is less than Rs. 15 lakh. The recommendation of overseas Indiatourism offices would be sought on the following criteria:

- i. Profile of the event.
- ii. Number of editions of the event held so far.
- iii. Expenditure incurred per edition of the event in the past five years.
- iv. Number of participants /Profile of participants in the event for the past three years.
- v. Media coverage of the event in the past.
- vi. List of sponsors of the past three editions of the event.

15. Deliverables: The financial support for such events shall be provided against pre-identified deliverables in the form of branding, promotion and marketing

opportunities for the Ministry of Tourism. Use of the Incredible India logo would be allowed subject to the Terms & Conditions of the Ministry of Tourism.

16. Payment Terms: Payment will be released only after the Event on submission of an invoice along with the following documents:

- (i) Statement of deliverables provided, along with supporting documents, photographs, CDs, etc. as proof of deliverables provided.
- (ii) Statement of Expenditure and Income relating to the Event, duly verified by the Chartered Accountant or an equivalent authority, as may be required.
- (iii) A report on the Event and its outcome.

17. General Terms and Conditions:

- (i) Proposals for financial support should include complete details and profile of the event, an audience profile, expected expenditure (with the break-up under broad components of expenditure), names of other sponsors/sponsorship details, details and antecedents of the organisers and agencies involved in organizing the event, and any other relevant information pertaining to the event.
- (ii) All proposals for financial assistance should be received in the Ministry well in advance. No proposal under these guidelines will be considered for ex-post facto approval.

18. Financial support under these guidelines can not be sought as a matter of right. This same would be provided, subject to availability of funds and relevance of the event. The Ministry of Tourism reserves the right to reject any proposal without assigning any reasons thereof.

19. These Guidelines supersede earlier Guidelines issued by the Ministry of Tourism for extending Financial Support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the Country, bearing no. No. 1-Event (37)/2011 dated 15th September, 2014 and are issued with the approval of the competent authority.

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

EXPRESSION OF INTEREST

No:1-Event (2)/2013

Dated: 15th September, 2014

**SPONSORSHIP OF EVENTS HAVING POTENTIAL FOR PROMOTION OF
TOURISM TO AND/OR WITHIN INDIA**

The Ministry of Tourism, Government of India, invites Expressions of Interest from Non-Governmental Organisations, Trusts, Event Management Companies, etc. who are organizing events of National and International Acclaim in India and abroad for long term association with a view to promote the Incredible India brand as well as to provide a platform to these events to use the association with the Incredible India brand to achieve international standards as well as promote tourism to and/or within the country.

2. The Ministry of Tourism in the above context invites proposals to support cultural, music, dance, literary, sports, cinema and other events which have potential or create potential for attracting large number of tourists, both domestic and international. The support to these events would be decided on a case to case basis based on the potential for promotion of tourism as well as the benefits that would accrue from it for the promotion of Incredible India brand, subject to the following basic minimum eligibility conditions:

(i) The event to be supported may be held in India or abroad.

(ii) The event should have been in existence since the last five years or should have completed at least 5 editions as of 31.12.2013 and should be supported by a certificate to this effect from a Chartered Accountant.

(iii) The event should have a total expenditure of at least Rs 1.00 Crore for each edition supported by audited statements of expenditure on the event for last five years.

3. 'Padma Awardees' would be given relaxation in the eligibility criteria (iii) regarding minimum expenditure of Rs.1.00 crore per edition of the event.

4. The Expression of Interest should be submitted at the address given below along with the following:

(i) Documents proving conformity to eligibility conditions as mentioned in the para above.

(ii) A brief profile of the event.

(iii) Credentials of the organisers.

iv) Popularity of the event in terms of quality and quantity of visitors and

(v) The names and profile of the speakers/performers over the years.

The Expression of Interest should also contain a detailed proposal for association of the Ministry of Tourism with the event, clearly mentioning deliverables and the potential of the event for promotion of tourism to and/or within the country.

5. The Expressions of Interest will be evaluated by a Committee duly constituted for the purpose in the Ministry of Tourism and the agencies will have to make a presentation on the event before the Committee. The proposals will be evaluated on the basis of the following criteria:

- a. Adherence to the minimum eligibility conditions.
- b. Popularity of the event in terms of quality and quantity of visitors.
- c. Profile of speakers/ performers/ visitors over the past few editions.
- d. Deliverables to be provided to the Ministry of Tourism.
- e. Potential of the event for promotion of tourism to and/or within the country.
- f. Credentials of the organisers in terms of number of events organized.

6. The detailed EOI document is available for download from the website www.tourism.gov.in. The proposals for support for both domestic and international events which fulfil the requisite eligibility conditions may be submitted to the Director, Ministry of Tourism, Room No. 124, Transport Bhawan, Sansad Marg, New Delhi-110001, minimum three months before the date of the event. The proposals which meet the minimum eligibility conditions would be processed for placing before the Constituted Committee for their consideration. The meeting of the Constituted Committee would be held four times a year, in the last week of March, June, September, December, being the last month of every quarter of the year. Proposals which are not given three months before the event would not be eligible for consideration, even if they meet the minimum eligibility conditions.

Director (P, E&IT)