

Government of India
Ministry of Tourism
(Overseas Marketing Division)

No. 2-Doc (14)09 Pt.

Dated: 24-01-12

Subject: Revised Guidelines for assistance by the Ministry of Tourism to the Tourism, Travel and Hospitality Trade Associations for their various events in India.

Reference: Ministry of Tourism, Government of India's guidelines of even no. dated 24-11-10.

The Ministry of Tourism has been providing assistance to various Tourism, Travel and Hospitality Trade Associations for their events in India and abroad as per guidelines cited above.

Over a period it has been observed that events organized by these Associations abroad serve very little purpose in promoting India and inbound tourism to India. Therefore, the Competent Authority has decided that in future assistance to various Tourism, Travel and Hospitality Trade Associations will be provided only for holding events in India.

The revised guidelines on the subject will now read as follows:

“Tourism, travel and hospitality trade Associations play a key role in development, promotion and marketing of tourism being the major stakeholders. These Associations hold various events in India from time to time with the assistance of their members, sponsors and Ministry of Tourism. These events, inter alia, focus on discussing various contemporary issues relating to development, promotion and marketing of tourism, formulation of strategies for the purpose, holding interaction with other stakeholders, enhance and encourage participation of the trade members for the development, promotion and marketing of Tourism.

2. The Ministry of Tourism has been assisting various events organized by such Associations from time to time. A need has now been felt that proper guidelines should be framed for supporting the events organized by various Tourism, Travel and Hospitality Trade Associations.

3. Considering the above, following guidelines are framed with the approval of the Competent Authority, for supporting the events organized by various Tourism, Travel and Hospitality Trade Associations in future :

- i) The Ministry of Tourism will give assistance only to the National level Associations of tourism, travel and hospitality stakeholders.
- ii) The assistance would be given to tourism, travel and hospitality trade Associations for conducting various events in India as per the following norms:
 - (a) Associations having membership between 50 to 250 can be given assistance up to maximum amount of Rs.5 lakh in a financial year.
 - (b) Associations having membership between 251 to 500 can be given assistance up to maximum amount of Rs.10 lakh in a financial year.
 - (c) Associations having membership between 501 and 750 can be given assistance up to maximum amount of Rs. 15 lakh in a financial year.
 - (d) Associations having membership between 751 and above can be given assistance up to maximum amount of Rs.20 lakh in a financial year.
- iii) The support for various events will depend on case to case basis considering the deliverables and returns within the overall limit prescribed in para (ii) above. The guidelines in no manner give the right to the Associations to demand the maximum assistance.
- iv) Association membership will be considered as on 1st January of the year in which a proposal is submitted and for the purpose only those members who are approved by the Ministry of Tourism, will be taken into account. It will be the personal responsibility of the Secretary/President of the Association to correctly certify the membership of the Association as on 1st January of the year. In case any information provided to the Ministry is found wrong including that on membership, the Association will forfeit the right for future assistance and the person certifying the membership will be legally proceeded against.
- v) All proposals for assistance will be sent to the Ministry of Tourism 45 days in advance by the Secretary or President of the Association giving complete details of the event programme, other sponsors and deliverables to the Ministry in form of publicity, branding, etc.

4. All proposals for financial support by the tourism, travel and hospitality trade Associations will be processed by the respective Divisions (TT & Hotels) of the Ministry of Tourism and recommendation sent to implementing division i.e. Domestic Offices.”
