

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

File no. 5-TP(37)/07

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**APPROVED GUIDELINES FOR EXTENDING FINANCIAL SUPPORT TO
STATE GOVERNMENTS / TOUR OPERATORS FOR JOINT ADVERTISING IN
PRINT MEDIA CAMPAIGN**

To encourage State Governments / Union Territories and private stakeholders to aggressively tap the domestic market, the Ministry of Tourism proposes to launch Joint Advertising in the Domestic Print Media, involving the State Governments / Union Territories and approved tour operators.

The State Government / UT Administration will draw out a media plan to be approved by the Ministry of Tourism to cover important newspapers / magazines and other publications in selected cities across the country. The execution of the approved media plan would be the responsibility of the State Government / UT Administration. However, at the request of the State Governments, the Ministry of Tourism will draw out the media plan based on the inputs received from the State Governments.

1. Each State / Union Territory other than the Northeast states including Sikkim will select an MOT approved tour operator to work with based on the following criteria:-

- (a) That the Tour Operator had been actively involved in promoting the State in established and new destinations.
- (b) The cost sharing basis will be as follows:-
 - (i) The Ministry of Tourism will bear 34% of the total cost of the advertising

- (ii) The balance (66%) will be shared between the State Government and the private tour operator equally or with a minimum share of 25% to be borne by the private tour operator and the balance by the State Government.

2. In the case of Northeast States including Sikkim, the State Governments will not be required to contribute their share, Ministry of Tourism will contribute will contribute 75% of the total cost of advertising with the balance 25% to be borne by the MOT / State Government approved private tour operator.

In the case of Northeastern States, Regional Director, Indiatourism Guwahati will be the coordinating point to facilitate the States in submission of their proposals to MoT.

3. East State / UT will be supported for one campaign only during the financial year to begin with.

4. Each State / Union Territory in conjunction with the selected tour operator(s) should chalk out itineraries / packages covering the following themes as applicable to the State:-

- Adventure
- Backwaters
- Wildlife
- Cruise
- Heritage
- Beach
- Tea Tourism
- Spirituality
- Other products unique to the State.

5. The State Governments / Union Territories in conjunction with the tour operator(s) will design their own creatives of the advertisement(s) subject to MOT's approval. The expenses towards designing, concept, layout of the advertisement will be borne by the respective state government / tour operators.

6. Should the State Governments / Union Territory wish to promote their own travel packages then the entire 66% will be borne by the State Governments /State Tourism Corporations.

7. The State Government / Union Territory will be the nodal agency for the implementation of the scheme and follow the required codal formalities that are in existence in the respective State / Union Territory.

8. The State Governments / Union Territories interested in this scheme of joint partnership will be required to submit their detailed proposal to the Publicity Division, Ministry of Tourism.

9. Payment Procedure

- On approval in principal of MoT of the Media Plan and costing, the State Government / Union Territory will execute the media releases in their respective releases.
- The State Government /UT in conjunction with the participating tour operator will initially bear 100% of the cost for the media releases in their respective state/UT.
- Release of payment to the media will be the responsibility of the State Government / Union Territory.
- The State Government / UT will certify receipt of the private partner's share and indicate availability of their funds for the purpose of advertisement releases. Ministry of Tourism's contribution of 34% to all the states except the Northeast States, of the total costs including designing cost will be reimbursed to the State Governments / Union Territories on receipt of bills from the State Governments along with media invoices (for the total amount) and supporting tear-sheets.

Initially the joint promotional scheme will be for the print media only.
