

भारतसरकार/Government of India
पर्यटनमंत्रालय/Ministry of Tourism
यात्राव्यवसायप्रभाग/(Travel Trade Division)

Transport Bhawan,
01, Sansad Marg
New Delhi- 110001

File No. TT-202/30/2020

Dated:04.12.2020

OFFICE MEMORANDUM

Subject: Revised Guidelines for the scheme of Market Development Assistance (MDA) for promotion of domestic Tourism.

1. The undersigned is directed to refer to the above mentioned subject and to circulate herewith a copy of revised/amended guidelines for "Market Development Assistance (MDA) for promotion of domestic Tourism" guidelines.
2. It is requested that the provision as contained in the guidelines may be given wide publicity.
3. The above said revised/amended guidelines will come into operation with immediate effect.
4. This issues with the approval of competent authority

(Niraj Sharan)

Assistant Director General (TT)

To,

1. All India Tourism offices in India
2. President/General Secretary to ADTOI, ATOAI, FHRAI, IATO, ABTO, ICPB, IHHA, ITTA, HAI, TAAI, TAFI, FAITH, CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce.
3. DDG/Assistant DG - Publicity Division and DO Division
4. AD, IT Division - with the request to upload the guidelines on the official website of the Ministry

Copy to information:

1. PS to HM(T)
2. PS to Secy (T)
3. PS to DG(T)
4. PS/PA to JS(T)/ ADG/ADG (MR/Economic Advisor)

भारत सरकार/Government of India
पर्यटनमंत्रालय/Ministry of Tourism
यात्रा व्यवसाय प्रभाग/(Travel Trade Division)

EON : TT-202/30/2020

Date : 28.11.2020

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

(With effect from 28.11.2020)

Tourism is one of the largest service industries in the country and its importance lies in being an instrument for economic development and employment generation across the country. Domestic tourism plays an important role in the overall development of tourism in the country, providing resilience to the sector and growth in this sector resulting in development of infrastructure and facilities for the domestic tourists, also forms the base for growth of international tourism in the country.

2. The global outbreak of COVID-19 in 2020 has been an unprecedented global health emergency with tremendous impact on societies and livelihoods. Travel and Tourism has been among the sectors most affected by this crisis with complete curtailment of all travel – domestic and international. When the situation eases, domestic travel and tourism is likely to spearhead revival of the Tourism sector in the country. The focus of the Ministry at present, is therefore on reviving and revitalizing the domestic tourism sector.

3. In view of the above situation, the Guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism are being modified to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders.

4. The objectives of the Scheme are :

- i. To motivate stakeholders to promote tourism destinations in the country, including lesser known and unexploited destinations as part of their marketing programmes for the domestic market.
- ii. To familiarize stakeholders with tourism destinations and products across the country to enable them to promote and package them effectively amongst domestic consumers.
- iii. To familiarise stakeholders with new destinations, products and developments in the field of tourism in the country.
- iv. To encourage stakeholders to make tourism industry as a vital socio-economic activity of the country.

5. **SCOPE OF THE SCHEME**

5.1 Under the MDA Scheme, financial support will be provided to tourism service providers approved by the Ministry of Tourism, Govt. of India or the respective State Government / Union Territory (UT) Administration for undertaking tourism promotional activities within the country for the promotion of domestic tourism. Financial support will also be extended under the Scheme to Tourism Departments of State Governments / UT Administrations.



5.2 The tourism service providers would include travel agents, tour operators, tourist transport operators, hoteliers, bed & breakfast units, homestays, motels, guest houses, tented accommodation units, standalone restaurants, convention centres, online aggregators.

5.3 Financial support will be extended to the **tourism service providers** for undertaking the following promotional activities within the country:

- i. Participation in domestic travel fairs / exhibitions
- ii. Participation in Tourism related Conferences / Conventions / Seminars organized by National Tourism and Hospitality Associations including ADTOI, ATOAI, FHRAI, IATO, ABTO, ICPB, IHHA, ITTA, HAI, TAAI, TAFI & FAITH and by reputed Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce and any other trade association recognised by the Ministry of Tourism from time to time.
- iii. Participation in Conferences / Seminars / Conventions / organised by the Central and State Government Tourism Ministries
- iv. Participation in Road Shows in different regions of the country
- v. Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets.

5.4 Financial support will be extended to **Tourism Departments** of State Governments / UT Administrations for undertaking the following promotional activities within the country:

- i. Participation in domestic travel fairs / exhibitions
- ii. Online Promotion of tourism destinations and products, tour packages in the domestic market, including production of digital promotional brochures / leaflets.
- iii. Travel undertaken by officers and Staff of State govt./UT administration for Tourism product familiarisation.

6. **ELIGIBILITY CONDITIONS**

- (i) The Tourism Service Providers must be approved by the Ministry of Tourism, Government of India, **or** by the concerned State / UT Tourism Department.
- (ii) Tourism Departments of State Governments / UT Administrations are also eligible to avail benefits under the Scheme.

7. **EXTENT OF FINANCIAL SUPPORT PERMISSIBLE**

7.1 **For Tourism Service Providers**

- (i) For Participation in Travel Fairs / Exhibitions
 - 90% of economy class air fare / IInd AC train fare.
 - 90% of cost of built up/ furnished stall and participation fee.

Upper Ceiling: Rs. 1,35,000/- per trip including GST/Taxes and subject to actual (including air/train fare, cost of stall/ participation fee). Since, the re-imbursment is for 90% of air/train fare, the upper celling for this purpose will be restricted to Rs. 35,000/-

per trip including all taxes, while upper ceiling for cost of built up (the 90% of cost of built up/ furnished stall and participation fee) will be Rs. 1,00,000/- (Rupees One lakh) including all taxes/GST.

(ii) For Participation in Conventions, Conferences, Seminars, Road Shows as detailed in Para 5.3 (ii) to (v) above

90% of economy class air fare / IInd AC train fare.

Upper Ceiling : where the participants are required to travel to more than one destination, they will be provided 90% of the actual expenditure subject to maximum Rs 50,000/- inclusive of all taxes. In case of visiting one place, the amount will be restricted to Rs 35,000/- inclusive of all taxes/GST.

(iii) Online Promotions

- 50% of the total cost for undertaking the online promotion / promotional campaign including the cost of digital content creation for the promotion, and / or production of digital promotional brochures / leaflets.

Upper Ceiling : Rs. 50,000/- excluding GST/ taxes per financial year and subject to actual

7.2 For Tourism Departments of State Governments / UT Administrations

(i) For Participation in Travel Fairs / Exhibitions

- 90% of economy class air fare / IInd AC train fare for the staff and offices of the Statr Govt./UT Administration for Participation in Travel Fairs / Exhibitions/ familiarization trip (Since, the re-imbusement is for 90% of air/train fare, the upper celling for this purpose will be restricted to Rs. 35,000/- per trip including all taxes,)
- 90% of cost of built up/ furnished stall and participation fee, etc.

Upper Ceiling: Rs. 100,000/- (Rupees One lakh), excluding GST/Taxes per travel fair/exhibition and subject to actual. (air/train fare is not supported)

(ii) Online Promotions

- 50% of the total cost for undertaking the online promotion / promotional campaign including the cost of digital content creation for the promotion, and / or production of digital promotional brochures / leaflets.

Upper Ceiling: Rs. 50,000/- excluding GST/ Taxes per financial year, subject to actual.

8. NUMBER OF APPLICATIONS PERMISSIBLE

8.1 For Tourism Service Providers

- i. Financial support under the MDA Scheme will be provided to tourism service providers for a maximum of **three tours** in one financial year, with **only one tour** to a particular State / UT for undertaking promotional activities listed in para 5.3 (i) to (v) above.



- ii. **One additional tour** (above the three tours) will be permissible for visiting any State in the North East region, J&K and Ladakh
- iii. Service providers from States in the North – Eastern region, J&K and Ladakh will be eligible for a total of **four tours** in one financial year.
- iv. Financial support for Online Promotions including digital content creation, and production of digital brochures will be provided to tourism service providers **once** in a financial year.

8.2 For Tourism Departments of State Governments / UT Administrations

- (i) Financial support under the MDA Scheme will be provided to Tourism Departments of State Governments / UT Administrations for participation in a total of **two** Travel Fairs / Exhibitions in one financial year.
- (ii) Financial support for Online Promotions including digital content creation, and production of digital brochures will be provided Tourism Departments of State Governments / UT Administrations **once** in a financial year

9. TERMS & CONDITIONS

- (i) 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(s), excluding journey period, so that the tourist potential is appropriately exploited.
- (ii) The assistance shall be permissible to only one person for each tour undertaken i.e., CEO / Managing Director / Director / Managing Partner / Proprietor of the company / organization.
- (iii) In accordance with Circular F. No. 19024/1/2009 – E. IV dated 13th July 2009 of Ministry of Finance (Department of Expenditure), in all cases of air travel 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.
- (iv) The company shall not be under investigation or charged/ prosecuted/debarred/ blacklisted by Ministry of Tourism, Govt. of India or any other Government Agency.
- (v) The applicant should not have claimed/received any financial assistance for the Promotional Activity for which reimbursement is being claimed, from the Central / State Government or any Government Agency.
- (vi) Financial support under the Scheme would be subject to the overall budget available in the Ministry of Tourism for the MDA Scheme.
- (vii) In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past, under the MDA Scheme.

10. PROCEDURE FOR SUBMITTING APPLICATIONS

10.1 Prior Approval



- i. The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity.
- ii. The application for prior approval shall be submitted to the Assistant Director General (Travel Trade), Government of India, Ministry of Tourism, on e-mail: mdadomestic.TT@gov.in in the prescribed format (at *Annexure – I*) at least 14 days in advance.
- iii. The application for prior approval will be submitted with the following documents:
 - a. Self-certified copy of letter / certificate of approval of applicant by the Ministry of Tourism, Govt. of India or by the concerned State Government / UT Administration.
 - b. A declaration on official letterhead with signature and seal of authorised signatory, to the effect that the applicant is not under investigation or charged / prosecuted/ debarred /black listed by the Ministry of Tourism, Government of India / Tourism Department of State Government or UT Administration or any other Government agency.

Obtaining prior approval will not ensure financial support under the Scheme. The same will be based on scrutiny of documents submitted by the applicant tourism service provider while claiming re-reimbursement and subject to availability of funds.

10.2 Claim for Re-reimbursement

- (i) After undertaking the tourism promotional activity for which prior approval had been accorded by the Ministry of Tourism, the tourism service provider / State Govt./ UT Administration will submit the application for re-reimbursement claim, in the prescribed format (at *Annexure – II*) to the Ministry of Tourism, Government of India immediately on completion of the activity, and positively within a period of one month of completion of the activity.
- (ii) The following documents will be submitted with the claim for re-reimbursement:

- a. Copy of letter of prior approval for the promotional activity undertaken, issued by the Ministry of Tourism, Govt. of India.
- b. Details of financial assistance availed during the last three years under the MDA Scheme for promotion of Domestic Tourism, from the Ministry of Tourism.
- c. A declaration on official letter head with signature and seal of authorised signatory that the applicant has not claimed/received any financial assistance for the promotional activity for which reimbursement is being claimed, from the Central / State / UT Government or any Government Agency.
- d. Air ticket(s) for journeys performed along with Boarding Pass for each sector. Train tickets to be submitted in case the journey performed by train.
- e. Invoice along with receipts/bank advice, etc., in evidence of payments made for train, air tickets / booth / online promotion/ content creation/ production of digital brochure, as the case may be for which reimbursement is being claimed.

- f. For Online Promotions, snapshot as proof of the promotion having been undertaken with date, copy of content created for the promotion and/or copy of digital brochure/leaflet produced indicating date of production.
- g. Brief report (not exceeding 150 words) about the tour and outcome – to be submitted separately on company/ State/ UT letterhead.

Claim forms received after one month of completion of the activity or wherein deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given regarding the same, would not be entertained and would be rejected.

11. These revised MDA Scheme guidelines are in supersession to guidelines issued earlier on 09.01.2009 and will come in force with effect from 28.11.2020. **The Guidelines will be reviewed after a period of two years for any further modifications that may be required**



ANNEXURE I

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

1.	Name of the applicant company / State Govt./ UT Administration with full address and contact details	
2.	Category under which the promotional activity is proposed to be undertaken	
3.	Name of convention/ conference/ seminar / road show proposed to be participated in or online promotion / production of digital brochure proposed to be undertaken with dates	
4.	Name and designation of the person undertaking tour	
5.	Name of the destination(s) to be visited and the duration of stay	
6.	Approval of the agency / firm by the Ministry of Tourism, Govt. of India or concerned State/ UT Tourism Department. <i>(Self-certified copy of approval letter/ certificate to be enclosed)</i>	Date of Approval: Valid till :
7.	Declaration with official seal, date and on letter head of the company to the effect that the claimant is not under any investigation and/or has not been charged/ prosecuted/ debarred/ blacklisted by the Ministry of Tourism, Govt. of India, State Government/ UT Administration or any other Government agency.	

Place:

Date:

Signature

Name and seal

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

1.	Name of the applicant with full address	
2.	Category under which the promotional activity was undertaken	
2.	Name and designation of the person undertaking the 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, Govt. of India or State / UT Tourism Department (Please attach a self-certified copy of the approval letter).	File number: Date: Valid up to:
5.	Purpose of visit (Name of the convention/conference/ seminar/ road show participated in)	
6.	Name of the destination(s) / circuit(s) visited and the duration of stay	
7.	Date of departure / return from / to the residing State	
8.	Online Promotion / Production of Brochure / Leaflet undertaken with date.	
9.	Details of the financial assistance availed during three financial years, including the current financial year under the MDA Scheme for promotion of Domestic Tourism: a. Name of the destination(s) visited: b. Name of the person: c. Dates: d. Amount received:	
10.	Expenditure incurred on return train/airfare by economy excursion class for the instant tour. (Please attach copy of air ticket and boarding pass) a) Name of the traveller b) Ticket number c) Flight / Train number d) Dates of departure and return	



	e) Sectors covered f) Class in which travelled g) Economy excursion class fare for sectors visited (GST / Taxes to be indicated separately)	
11.	Expenditure incurred on a) Built up/ furnished stall at Travel Fair / Exhibition: b) Participation fee paid: (GST / Taxes to be indicated separately)	
12.	Expenditure incurred on Online Promotion and / or Digital promotional brochure/leaflet with break-up (GST / Taxes to be indicated separately)	
13.	Amount being claimed with break-up (GST / Taxes to be indicated separately)	

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:

Signature:

Name and seal

