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पर्यटन मंत्रालय
भारत सरकार
नई दिल्ली

DEPUTY DIRECTOR GENERAL
MINISTRY OF TOURISM
GOVERNMENT OF INDIA
NEW DELHI

File No. 15-OM (32/16)

Dated: 26th November, 2019

To,

1. The Joint Director General (Publicity Division), Ministry of Tourism
2. India Tourism Offices Overseas
3. The Regional Director, India Tourism Office
Chennai/Delhi/Guwahati/ Kolkata/Mumbai

Subject: Third Party Evaluation of the Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance OPMD (also known as Overseas Promotion and Publicity Scheme - OPP) -Reg.

Dear Madam/Sir,

This is to inform that Ministry of Tourism (MoT), Government of India has engaged National Productivity Council (NPC) under Ministry of Commerce & Industry, Government of India to undertake "Third party Evaluation of the Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD) for the period 2014-15 to 2019-20.

2. Ministry of Tourism has been implementing the Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD), with the objective to increase the visibility of Indian tourism destinations and products and to promote India as a preferred tourist destination in the overseas markets.
3. The evaluation study focuses on the implementation of Central Sector Scheme OPMD by its India Tourism Offices overseas in terms of physical and financial targets and achievements including Marketing Development Assistance provided by MoT.
4. The evaluation would also include assessment of increased tourist awareness and subsequent tourist arrivals to India as a result of the promotional efforts made by the overseas offices and by MoT under the Centralized Global Marketing Plan in promoting/marketing of their destinations and various tourism products along with brand Incredible India in the established markets as well as in the emerging markets overseas.

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5. Field study would be conducted through structured questionnaire/checklists for the India Tourism Offices overseas, State Governments/UT Administrations and MDA Beneficiaries. Field survey would be undertaken concurrently at all the selected locations for the compilation of field level feedback involved in the implementation of Project, Tourists/Users of the facilities etc. with respect to current status and their views on Overseas Promotion and Publicity including Marketing Development Assistance activities carried out during 2014-15 to 2019 -2020 under the above mentioned scheme.
6. You are requested to kindly cooperate with the NPC team during the study and facilitate interactions with the State Govt./UT Administration Officials, MDA Beneficiaries etc. You are also requested to kindly provide access to all relevant documents if any, related to the project, to the team.
7. Dr. K.P. Sunny, Director and Head (ES), National Productivity Council, will be contacting you in this regard in respect of the NPC Study (Tel: No. 011-24607350, e mail: kp.sunny@npcindia.gov.in).
8. All ITOs overseas are requested to circulate the '*SURVEY QUESTIONNAIRE – OPMD – TOUR OPERATOR*' to the overseas tour operators in their respective region for getting inputs for the 3rd party evaluation.
9. All ITOs overseas/Regional India Tourism Offices (domestic) are requested to kindly provide assistance to the above mentioned team in carrying out the above Third Party Evaluation Study.
10. Publicity Division, Ministry of Tourism is also requested to provide details on the Centralized Media Campaign directly to NPC under intimation to OM Division.

Yours sincerely,


(A. Arya)

Deputy Director General