## Government of India Ministry of Tourism

C-1, Hutements, Dara Shukoh Road New Delhi – 110.001

No.5-(30)/06/MDA

Dated the - 31 03 2017

## OFFICE MEMORANDUM

The undersigned is directed to convey approval of the new Marketing Development Assistance (MDA) Scheme and discontinuation of the existing MDA Scheme which had come into force from 9" July, 2015.

The new scheme guidelines will be effective from 01<sup>st</sup> April, 2017, however, the prior intimations received for promotional activities abroad upto 31<sup>st</sup> March, 2017 will be considered/settled according to the existing scheme guidelines of 9<sup>th</sup> July, 2015.

All the claims received during the year 2015-16 and 2016-17 will be considered in accordance with the existing scheme guidelines.

All concerned are hereby requested to convey these guidelines to all the stake holders.

(HARISH KUMAR) Under Secretary to the GOI

## Copy to :-

- Director, NIC with the request to place the new scheme guidelines on the portal of Ministry of Tourism.
- Executive Director, Indian Association of Tour Operators (IATO)
- 3. CEO. Federation of Associations in Indian Tourism & Hospitality (FAITH)
- Secretary General, Hotel Association of India (HAI)
- Secretary General. Federation of Hotel & Restaurant Associations of India (FHRAI)
- President, Travel Agents Association of India (TAAI)
- President, Adventure Tours Operators Association of India (ATOAI)
- General Secretary Association of Domestic Tour Operators of India (ADTOI)
- Under Secretary, Hotel & Restaurant Division (H&R)
- Asst. D.G. Travel & Trade Division (TT)
- 11. Asst. D.G. Niche Tourism Division INT