

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
(OVERSEAS MARKETING DIVISION)**

Transport Bhawan  
1, Parliament Street  
New Delhi – 110 001

No. : 5(30)/06-MDA

Dated: July 09, 2015

**REVISED GUIDELINES FOR MARKETING DEVELOPMENT ASSISTANCE  
(MDA) SCHEME (JULY 2015)**

The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to tourism service providers, i.e. hoteliers, travel agents, tour operators, tourist transport operators for undertaking the following tourism promotional activities abroad:-

- (i) Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows
- (ii) Production of Publicity Material for promoting Indian tourism destinations and products

Tourism Departments of all **States and Union Territories (UTs)** are also eligible for benefits under the MDA Scheme for participation in Travel Fairs / Exhibitions and Road Shows held overseas.

**2. Eligibility**

- (i) The Tourism Service Providers, i.e. hoteliers, travel agents, tour operators, tourist transport operators, must be **approved** by the Ministry of Tourism, Govt. of India. In the case of the state of Jammu & Kashmir and states in the North Eastern Region (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura) the Tourism Service Providers must be approved by the State Tourism Department.
- (ii) Financial support under the Scheme would be available to companies with foreign exchange earnings up to a maximum of **Rs. 20.00 crore (Rupees twenty crore only)** during the preceding financial year. In respect of tourism service providers from the state of Jammu & Kashmir and states in the North Eastern Region, the service providers not having any foreign exchange earnings but with a total turnover of upto Rs. 20crore (Rupees twenty crore) would also be eligible.
- (iii) Tourism Service Providers must show a **cumulative increase of 5%** in Foreign Exchange Earnings (FEE) during a **three year period**, to be eligible for financial support under the MDA scheme i.e. at the end of year 3, there must be a cumulative increase of 5% in FEE over the base year. For this purpose, the base year will be taken as the financial year preceding the year when the promotional activity is undertaken. **The clause will be made effective from the financial year 2015-16 and tourism service providers will need to show a cumulative increase of 5% in FEE at the end of year 3 over the base year 2014-15 and so**

**forth.** In the case of Tourism Service Providers in Jammu & Kashmir and the North Eastern Region, there must be a cumulative increase of 5% in foreign exchange or total turnover of the agency during the three year period.

### **3. Number of Applications Permissible**

- (i) Financial support under the MDA Scheme will be provided to tourism service providers for participation in a total of **4 (four) events** (covering Sales Tours, Travel Fairs /Exhibitions and Road Shows) in one financial year.
- (ii) In addition, financial support for Production of Publicity Material will be provided to tourism service providers **once** in a financial year.
- (iii) Financial support under the MDA Scheme will be provided to Tourism Departments of all **States and Union Territories (UTs)** for participation in a total of **3 (three) Travel Fairs / Exhibitions and Road Shows** held overseas.  
**No** financial support will be provided to States / UTs for Sales Tours or for printing of publicity material.

### **4. Extent of Financial Support Permissible**

- (i) For Sales Tours, Travel Fairs / Exhibitions and Road Shows  
Financial support for undertaking sales tours, participation in travel fairs/ exhibitions and Road Shows organized overseas, would be provided as follows :
  - (a) 90% of economy class air fare from India to any other country and/or by air/euro rail from one country to another country abroad.
  - (b) 90% of cost of built up/ furnished stall, electricity and water charges, etc. at travel fairs/exhibitions.
  - (c) Hotel Room expenses for a maximum of 5 nights, with an upper limit of Rs.8000/- per night.

Subject to an overall **upper ceiling of Rs.2.50 lakh** per case.

*(No financial assistance will be provided for travel within India)*

- (ii) For Production of Publicity Material  
Cost of production of publicity material like product catalogue, brochure, information handout, CDs, DVDs, etc., for use overseas during sales trips, travel fairs/ exhibitions, Road Shows for promoting Indian tourism destinations and products, will be permissible for financial support **@ 50%** of the total approved cost subject to an upper ceiling of **Rs. 1.00 lakh**.

### **5. Terms & Conditions**

- (i) The tour to single country or a group of countries shall be for a minimum of two-nights stay abroad excluding journey period.
- (ii) Assistance shall be permissible to one regular employee/Director/ partner/ proprietor of the company.

- (iii) In order to avail the benefit of reimbursement of air fare under the MDA Scheme, all tourism service providers / officials of Tourism Departments of States / UTs may travel only by Air India/Indian Airlines, to stations directly connected by Air India/Indian Airlines.

For travel to stations not directly connected by Air India/Indian Airlines, but which are directly connected by other airlines, travel by other airlines would be permissible on the lowest available fare (documents in support of the fare being the lowest available to be furnished)

For travel to stations not directly connected by any air services with stations in India, if travel on the shortest route available is undertaken through a station connected by Air India, reimbursement of air fare would only be made for travel by Air India on that sector.

- (iv) The company shall not be under investigation or charged/ prosecuted/debarred/black listed 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 Sales Tour / Travel Fair/Exhibition / Road Show for which reimbursement is being claimed, from the Government/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.

## **6. Procedure for submission of Applications**

- (i) The eligible tourism service providers will convey **prior information** to the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity/tour abroad. The prior information will be conveyed by **e-mail** to the Asst. Director General (Overseas Marketing), Ministry of Tourism, Government of India, New Delhi, on e-mail ID **mda-tourism@gov.in** at least 14 days in advance with the following details:
- (a) Name and contact details of the applicant company.
  - (b) Name of person undertaking the promotional tour.
  - (c) Category under which the promotional activity is proposed to be undertaken.
  - (d) Name of event proposed to be participated in.
  - (e) Dates / Country (ies) of visit of the proposed tour.

*Conveying prior information will not ensure financial support under the Scheme. The same will be based on scrutiny of documents submitted while claiming re- imbursement by the applicant company and subject to availability of funds.*

- (ii) After undertaking the tourism promotional activity/tour abroad, the tourism service provider would submit the application for the MDA claim, **in the prescribed format along with Declaration** (as given at Annexures I & II), to the Assistant Director General (Overseas Marketing), Ministry of Tourism, Govt. of India, Transport Bhavan, 1, Parliament Street, New Delhi 110 001.
- (iii) The claim must be submitted positively **within 45 days** of return to India, along with the following documents:
- (a) Self-certified copy of approval certificate issued by the Ministry of Tourism / State Government in the case of Jammu & Kashmir and North Eastern States.
  - (b) Certificate of Foreign Exchange Earnings during the preceding financial year, duly certified by a Chartered Accountant (with membership number of the Chartered Accountant). In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate as above or of total turnover, duly certified by Chartered Accountant (with membership number).
  - (c) Details of financial assistance availed during the last three years under the MDA Scheme, from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
  - (d) Air ticket(s) for journeys performed along with Boarding Pass for each sector
  - (e) Original receipts/bank advice, etc., in evidence of payments made for air tickets / booth / hotel accommodation / printing of publicity material, as the case may be for which reimbursement is being claimed.
  - (f) For MDA claim for production of publicity material, following also to be submitted :
    - A copy of the publicity material to be submitted along with the claim.
    - Quotations from a minimum of three printers/ vendors are to be obtained and submitted along with the claim.
  - (g) A comprehensive Tour Report and achievements during the tour undertaken.
- (iv) Claim form received after 45 days of return to India or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given, would not be entertained and would be rejected.

7. These revised MDA Scheme guidelines are in supersession to guidelines issued earlier.

8. These Revised Guidelines will come in force with effect from **9<sup>th</sup> July 2015** and till further orders.

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Annexure-I**Claim Form for Marketing Development Assistance for Sales Tours / Participation  
in Travel Fairs & exhibitions / Road Shows**

1	Name of the firm with full address	
2	Name and designation of the Person who travelled abroad	
3	Category under which claim is submitted (i.e. Sales Tour or Travel Fair/Exhibition or Road Shows	
4	Whether prior information regarding the tour was conveyed to the Ministry of Tourism (Copy of the same to be enclosed.)	
5	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/ State Tourism Dept. In the case of Jammu & Kashmir and North Eastern States (Self certified copy of the approval letter to be attached)	No. & Date:  Valid up to :
6	Foreign Exchange Earnings (FEE) during the preceding financial year.  In the case of service providers from Jammu & Kashmir and the North Eastern States, as above or total Turnover during the preceding financial year.  Certificate in support of above duly certified by Chartered Accountant (CA) to be submitted. (Membership Number to be indicated in the CA Certificate)	
7	Details of Number of proposal(s) already submitted in the same financial year	
8	Details of the financial assistance availed earlier under the MDA Scheme separately for: a) Sales Tour b) Participation in fair/exhibition/road show c) Production of Publicity Material  (Please furnish details of the sales tours//fairs and exhibitions/ road shows, countries visited, name of the person who went abroad and the amount of financial assistance received in each case)	

9	Name of the Country(ies) / Sectors visited for the Sales Tour.	
	Name of the Travel Fair/ Exhibition/Road Show participated in and the countries along with the dates/duration of stay abroad	
10	Date of departure from India	
11	Date of return to India	
12	Sector-wise details of journeys undertaken: (i) Airline on which travelled (ii) Flight Number (iii) Class in which travelled (iv) Ticket Number (Air ticket with boarding pass for each sector travelled to be submitted)	
13	Actual expenditure incurred on return (a) airfare by economy excursion class (Please attach receipt/document in evidence of payment made for the air ticket)  If travel was undertaken by any other class (Business/First, etc.), economy excursion class fare for sectors/countries visited to be indicated	
(b)	Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in travel fair/ exhibition/road show) (Please attach original voucher/ bank advice/receipt, etc. evidencing payment made).	
(c)	Actual expenditure on hotel accommodation (Please attach original voucher/ bank advice/receipt, etc. evidencing payment made.)	
14	Total expenditure incurred i.e. 13 (a) + (b) + (c)	
15	Amount being claimed	

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Date \_\_\_\_\_

**Declaration**

(To be furnished on official letterhead of the company)

1. I solemnly declare that the particulars given in my application 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.
2. I hereby declare that the company / agency M/s ..... (name and city to be given) is not under investigation/ charged/ prosecuted/ Debarred/ blacklisted by the Ministry of Tourism, Government of India or any other Government Agency.
3. I hereby declare that I have not claimed/received any financial assistance for this Sales Tour / Participation in this Travel Fair/Exhibition / this Road Show (as applicable) from the Government/any Government Agency.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Place:

Date:

Office Seal of Company

Annexure-II**Claim Form for Marketing Development Assistance for Production of Publicity Material for Distributing Abroad**

1	Name of the firm with full address	
2	Name and designation of the Person who went abroad	
3	Whether prior information regarding the tour was conveyed to the Ministry of Tourism (Copy of the same to be enclosed.)	
4	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/ State Tourism Dept. In the case of Jammu & Kashmir and North Eastern States (please attach a self certified copy of the approval letter)	No. & Date:  Valid up to :
5	Foreign Exchange Earnings (FEE) during the preceding financial year.  In the case of service providers from Jammu & Kashmir and the North Eastern States, as above <u>or</u> total Turnover during the preceding financial year.  Certificate in support of above duly certified by Chartered Accountant (CA) to be submitted. (Membership Number to be indicated in the CA Certificate)	
6	Details of Number of proposal(s) already submitted in the same financial year	
7	Details of the financial assistance availed earlier under the MDA Scheme separately for: a) Sales Tour b) Participation in fair/exhibition/road show c) Production of Publicity Material (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of who went abroad and the amount of financial assistance received in each case)	
8	Details of the event (Sales Tour/ Travel Fair/ Exhibition / Road Show) and the countries along with the dates where publicity material was distributed.	



9	No. of copies of publicity material produced. (Copy of the Publicity Material produced to be attached).	
10	Name of the three firms from where quotations were invited (Please attach copies of the three quotations)	
11	Name and address of firm quoting the lowest quotations	
12	Name and address of the firm which produced the publicity material	
13	Actual expenditure incurred (Please attach original voucher/ Bill evidencing payment made).	
14	Amount being claimed	

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Date \_\_\_\_\_

**Declaration**

(To be furnished on official letterhead of the company)

1. I solemnly declare that the particulars given in my application 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.
2. I hereby declare that the company / agency M/s ..... (name and city to be given) is not under investigation/ charged/ prosecuted/ Debarred/ blacklisted by the Ministry of Tourism, Government of India or any other Government Agency.
3. I hereby declare that I have not claimed/received any financial assistance for Printing of this Publicity Material from the Government/any Government Agency.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Office Seal:

Place:

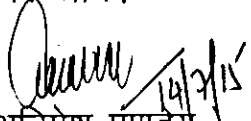
Date:

बिहार सरकार  
पर्यटन विभाग

ज्ञापांक:- 2223

/प०वि० पटना, दिनांक:- 14.07.2015

प्रतिलिपि :- आई०टी० प्रबन्धक, पर्यटन विभाग, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित। निदेशानुसार अनुरोध है कि पर्यटन मंत्रालय, भारत सरकार द्वारा निर्गत Marketing Development Assistance Scheme की Revised Guidelines विभागीय वेबसाइट पर अपलोड करने हेतु आवश्यक कार्रवाई करने की कृपा की जाय।

  
( अनिमेश पाण्डेय )  
विशेष कार्य पदाधिकारी,  
पर्यटन विभाग, बिहार, पटना