

GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(Overseas Marketing Division)

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APPROVED REVISED GUIDELINES FOR MARKETING DEVELOPMENT ASSISTANCE (MDA)
(effective from 01/01/2021)

Introduction

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. Inbound tourism plays an important role in earning valuable foreign exchange for the country, overall development of tourism including augmenting tourism infrastructure and facilities.

2. The Ministry of Tourism undertakes promotion of tourism to the country from the overseas markets through its overseas offices, Global Media Campaign and in partnership with stakeholders in the tourism industry. Recognizing the key role played by the stakeholders in the tourism industry in enhancing foreign tourist arrivals to the country, the Ministry of Tourism under its Overseas Promotion & Publicity (OPP) also known as (Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance - OPMD), extends financial assistance to the State Governments / Union Territory Administrations (UTs) and approved Tourism Service Providers (**TSPs**) across the country for undertaking promotion and marketing of tourism to India from the overseas markets. The **Marketing Development Assistance (MDA)** Scheme guidelines, a sub-scheme of the Overseas Promotion & Publicity scheme, were last revised on 01.04.2017.

3. 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, every country will compete with each other to get a fair share of the global tourist traffic. Thus, it is imperative that the focus of the Ministry would be to revive the inbound tourism to the country.

4. In view of the extraordinary situation as mentioned, the Guidelines of the sub-scheme, of Market Development Assistance (MDA) under OPP Scheme are being modified to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders in the tourism industry.

5. The objectives of the Scheme are:

- (i) To motivate stakeholders to promote tourism to the country from the overseas markets.

- (ii) To enhance the visibility of brand Incredible India in the overseas markets.
- (iii) To augment foreign tourist arrivals to the country.

6. SCOPE OF THE SCHEME

6.1 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 promotion and marketing of India in the overseas markets. Financial support will also be extended under the Scheme to Tourism Departments of State Governments / UT Administrations.

6.2 The Tourism Service Providers would include the following who are approved / classified by the Ministry of Tourism, Govt. of India **or** concerned State Governments / UT Administrations:

- Approved Travel agents
- Approved Inbound Tour Operators
- Approved Tourist Transport Operators
- Approved / classified Hotels
- Approved / classified Bed & Breakfast units
- Approved / classified Homestays
- Approved / classified Motels, Guest Houses & Tented Accommodation units
- Approved Standalone Restaurants
- Approved Convention Centres
- Approved Online aggregators.

6.3 Financial support will be extended to the **TSPs** for undertaking the following marketing & promotional activities in the overseas markets:

- (i) Sales Tours
- (ii) Participation in travel fairs/exhibitions and road shows (organised by Ministry of Tourism)
- (iii) Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets etc.

6.4 Financial support will be extended to **Tourism Departments** of State Governments / UT Administrations for undertaking the following promotional activities in the overseas markets:

- (i) Participation in travel fairs / exhibitions
- (ii) Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets etc.

7. ELIGIBILITY CONDITIONS

- (i) The Tourism Service Providers must be approved by the Ministry of Tourism, Government of India, **or** by the concerned State / Union Territory Tourism Department.
- (ii) The approved Tourism Service Providers with Foreign Exchange Earnings above Rs. 2.00 Cr., up to a maximum of **Rs. 25.00 Crore.** in any one year of the preceding two (2) years i.e. 2018-19 **or** 2019-20, to be eligible for financial support under the MDA scheme.
- (iii) Tourism Departments of State Governments / UT Administrations are also eligible to avail benefits under the Scheme. However, the above eligibility conditions are **NOT** applicable to them.

8. EXTENT OF FINANCIAL SUPPORT PERMISSIBLE

8.1 For Tourism Service Providers

Financial support for Study Tours, participation in travel shows / exhibitions/ Road Shows (organized by the Ministry of Tourism) in the overseas markets would be extended as per following details, subject to an **overall ceiling of Rs. 3.50 Lakh per case / tour:**

Sr. No.	Particulars	Extent of Support
i.	Economy class air fare for travel between India to another country and from there to a group of countries by air / rail.	90%
ii.	Cost of built up / furnished stall, electricity and water charges, participation fee, etc., at travel fair / exhibitions held overseas.	90%
iii.	Lodging expenses on overseas tour	Max. 5 nights with an upper ceiling of room rate at Rs. 10,000/- per night.

8.2 For Tourism Departments of State Governments / UT Administrations

Financial support for participation in travel shows / exhibitions / in the overseas markets would be extended as per following details:

Sr. No.	Particulars	Extent of Support
i.	Cost of built up / furnished stall, electricity and water charges, participation fee, etc., at travel fair / exhibitions held overseas.	Overall ceiling of Rs. 3.50 Lakh.
ii.	Since, the representatives of State Govts and UTs are provided TA/DA by the States/UTs, the provisions of financial assistance towards international air fare and lodging are not applicable to them.	

8.3 For Tourism Service Providers /Tourism Departments of State Governments / UT Administrations

Financial support would be extended for Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets etc. @ 50% of the total cost with an upper ceiling of Rs. 1.00 lakh/- once in a financial year, subject to actuals.

9. Number of Applications Permissible

9.1 For Tourism Service Providers/Tourism Departments of State Governments / UT Administrations

- (i) Financial support under the MDA Scheme will be provided for a maximum of **three (03) tours in one financial year.**
- (ii) Financial support for Online Promotions including digital content creation, and production of digital brochures will be provided **once** in a financial year.

10. Terms & Conditions

- 10.1 Tour to single country or a group of countries shall be for a minimum of two-nights stay abroad excluding journey period.
- 10.2 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 / Regular Employee. In the case of State Govt./UT Administration, the assistance shall be permissible to only one official for each tour undertaken.
- 10.3 In order to avail the benefit under the scheme, **Prior Approval** of the Ministry of Tourism is mandatory for both TSPs as well as Tourism Department of States / UTs.
- 10.4 For reimbursement of air fare under the MDA Scheme, all tourism service providers shall travel only by Air India from India to stations abroad directly connected by Air India.
- 10.5 For travel from India to stations abroad, **NOT** directly connected by Air India, but are directly connected by other private airlines, travel by shorter route would be permissible on economy class only.
- 10.6 Tickets should be booked directly from Air India or from their online portal. In the case of travel by other private airlines for those sectors where Air India is not available, tickets should be booked directly from the online portal of the private airline or directly through the office of the private airline and not through an agency.

- 10.7 The TSP shall not be under investigation or charged/ prosecuted/debarred/black listed by Ministry of Tourism, Govt. of India or any other Government Agency.
- 10.8 The TSP 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.
- 10.9 Details of financial assistance availed during the last three years including the current year, from the Ministry of Tourism or any Government agency, should be furnished.
- 10.10 The claim for financial assistance must be submitted within 45 days from the date of return to India. Claim received after 45 days of return to India, or wherein the deficiencies in the claim as intimated are not fully completed within 45 days from the date of information/documents sought, will be rejected.
- 10.11 Financial support under the Scheme would be subject to availability of budget during the year under the MDA Scheme.
- 10.12 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.
- 10.13 **Incomplete applications are liable for rejection.**

11. **PROCEDURE FOR SUBMITTING APPLICATIONS**

11.1 **Prior Approval**

- (i) The eligible TSP/SG/UT shall obtain Prior Approval of the Ministry of Tourism, Government of India, before undertaking tour overseas.
- (ii) The application as at Annexure-I for Prior Approval, shall be submitted to the Assistant Director General (Overseas Marketing), Government of India, Ministry of Tourism, on e-mail: mda-tourism@gov.in at least 21 days in advance prior to undertaking tour.
- (iii) Prior Approval shall be granted subject to receipt of application complete in all respect.
- (iv) The Ministry of Tourism is currently in the process of developing an online system for receiving, processing and disposing of applications for Prior Approval / MDA claims. Once the system is in place, all applications will have to be submitted on the online platform only.

11.2 **Documents required for obtaining Prior Approval:**

- i. Self-certified copy of proof of approval of the company by Ministry of Tourism or by the State Government/UT Administration
- ii. Declaration / Undertaking 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/ Dept. of Tourism State Govt./UT Administration or any other Government agency.

- iii. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant as per details given at para 7 (ii) of the guidelines. The Certificate must also indicate the membership number of the Chartered Accountant.
- iv. Item Nos. (i), (ii) & (iii) above are not applicable for the Tourism Department of States / UTs. However, a copy of approval of the competent authority for undertaking official tour of overseas to be submitted.

Note: Conveying Prior Approval will not ensure financial support under the Scheme. The same will be based on submission of claims complete in all respects by the applicant company and subject to availability of funds.

11.3 **Claim for Re-imburement**

After undertaking the tourism promotional activity/tour abroad 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-imburement/claim, in the prescribed / applicable formats placed at Annexures – II, III & IV to the Assistant Director General (Overseas Marketing), Ministry of Tourism, Govt. of India, Transport Bhawan, 1, Parliament Street, New Delhi 110 001 on email mda-tourism@nic.in positively **within a period of 45 days** of completion of the activity. Submission of claims in physical form will not be accepted. All documents submitted should be in pdf format only.

A. Documents required while submitting MDA claims to the Ministry of Tourism:

The claim must be submitted positively within 45 days of return to India, along with the following documents:

- i. 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.
- ii. Air ticket(s) for journeys performed along with Boarding Pass for each sector **OR** first page of the passport along with pages containing immigration stamps (entry/exit)
- iii. Tour Report in max. 250 words indicating the details of the activity participated / undertaken, outcome of the activity participated/undertaken (format at Annexure IV).
- iv. Original receipts/bank advice, etc., as proof of payments made for air tickets / booth / participation fee/ hotel accommodation, as the case may be, for which reimbursement is being claimed.

12. Formats:

- i. Application Form for obtaining Prior Approval under MDA Scheme for Sales Tour/Participation in Travel Fairs & exhibitions/Road Shows for promoting Indian tourism destinations and products – **Annexure I**.
- ii. Format for declaration from the TSP that the Company is not under investigation/ charged/ prosecuted/ debarred/blacklisted by the Ministry of Tourism, Government of India or any other Government Agency; and that they have not claimed/received any financial assistance

for the instant Sales tour/Travel fair/exhibition /Road Show (as applicable) from any Government Department/agency including the Ministry of Tourism (Not applicable for Tourism Departments of State Governments/UT Administrations) - **Annexure II.**

iii. Format for claim of MDA for Sales Tours/Participation in Travel Fairs & exhibitions/Road Shows – **Annexure III.**

iv. **Format for Tour Report –Annexure – IV.**

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

14. These Revised Guidelines will be effective from 01/01/2021 and would be valid for a period of two (02) years only subject to continuation of the OPP Scheme of the Ministry of Tourism.

Annexure I

Application Form for obtaining Prior Approval for Marketing Development Assistance for Sales Tours/Participation in Travel Fairs & Exhibitions / Road Shows / Online Promotion of tourism destinations and products in the overseas markets, including content creation / production of digital promotional brochures / leaflets

I	Sales Tour/participation in travel fairs & exhibitions/Road Shows/ Online Promotion of tourism destinations and products in the overseas markets, including content creation / production of digital promotional brochures / leaflets	
i.	Name of the applicant Tourism Service Provider / Tourism Department of State Govt./UT Administration with: Full address Mobile number Telephone number Email ID	
ii.	Name and designation of the person undertaking the tour	
iii.	Category under which the promotional activity is proposed to be undertaken: (categories are Sales Tour, participation in travel fairs & exhibitions/Road Shows/ Online promotion of tourism destinations and products in the overseas markets, including content creation / production of digital promotional brochures / leaflets)	
iv.	Name of the travel fair & exhibition/Road Show proposed to be participated or countries to be visited for Sales Tour OR Online promotion / production of digital brochure/leaflets proposed to be undertaken with dates	
v.	Name/s of the countries to be visited along with date of departure from India and date of arrival in India	
vi.	Certificate of approval of the Tourism Service Provider by Ministry of Tourism OR by the Dept. of Tourism State Govt./UT Administration (attach copy of approval letter)	

	For State Govts. /UTs, a copy of the approval of the competent authority for undertaking official tour to be submitted.	
vii.	Certificate of Foreign Exchange Earnings during the preceding financial year, duly certified by Chartered Accountant. The certificate must indicate the Membership Number) (Not applicable for Tourism Departments of State Govts./UT Administrations)	
viii.	Details of the financial assistance availed in the last financial year under the MDA Scheme: a) Name of countries visited/exhibitions/ road shows participated b) Name of the Person c) Dates d) MDA amount received	
II.	Online Promotion	
	Details of the Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets along with proposed date and duration.	

Name of the Authorized signatory _____

Designation _____

Agency _____

Full address: -----

Mobile No.: -----

Telephone No.: -----

Email ID: -----

Place:

Date:

Office Seal of Company

Declaration

(To be furnished on company letterhead by the Tourism Service Provider)

- (1). 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.

- (2). I hereby declare that I have not claimed/received any financial assistance for the current Sales Tour / Travel Fair/Exhibition / Road Show /Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets for promoting Indian tourism destinations and products (as applicable) from any Government Department/agency including the Ministry of Tourism.

- (3). I solemnly declare that the particulars given in my application are correct. I bind myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund the amount received on the basis of wrong information provided in the above statement.

Name of the Authorized signatory _____

Designation _____

Agency _____

Full address: -----

Mobile No.: -----

Telephone No.: -----

Email ID: -----

Place:

Date:

Office Seal of Company:

Annexure-III

Claim Form for Marketing Development Assistance for Sales Tours / Participation in Travel Fairs & Exhibitions / Road Shows / Online Promotion of tourism destinations and products in the overseas markets, including content creation / production of digital promotional brochures / leaflets

Sr. No.	Particulars	Details
(1).	Name of the applicant Tourism Service Provider/Dept. of Tourism State Govt./UT Administration with : Full address Mobile number Telephone number Email ID	
(2).	Name and designation of the Person who travelled abroad	
(3).	Whether Prior Approval for the tour was obtained from the Ministry of Tourism (Attach copy of Prior Approval)	
(4).	Category under which claim is submitted (i.e. Sales Tour/Travel Fair/Exhibition/Road Show / Online promotion including content creation/production of digital brochure	
(5).	Name of the Country(ies) / Sectors visited during the current visit	
(6).	Name of the Travel Fair/ Exhibition/Road Show/ participated in along with country, dates/duration of stay abroad	
(7).	Date of departure from India and return to India	
(8).	Sector-wise details of journeys undertaken: (i). Airline on which travelled along with Flight No. (ii). Class in which travelled (iii). Air ticket with boarding pass for each sector travelled OR copy of first page of passport along with pages containing immigration stamps for exit/entry (iv). Actual expenditure incurred on return airfare by economy class <i>(Attach receipt/document in evidence of payment made for the air ticket)</i>	

	(v). Actual expenditure incurred on stall, decoration, water, electricity and participation fee in respect of participation in travel fair/exhibition/road show. (Attach original voucher/ bank advice/receipt, etc. as proof of payment) (vi). Actual expenditure on hotel accommodation (Attach original voucher/ bank advice / receipt, etc. as proof of payment)	
(9).	Details of Number of claims already submitted during the current financial year	
II.	Online Promotion of tourism destinations and products in the overseas markets, including content creation / production of digital promotional brochures / leaflets	
(i).	Details of the Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets along with duration	
(ii).	Snap shot of the content created for online promotion / copy of the digital brochure along with date when the same was created/produced. In case of digital brochure, copy of digital brochure indicating date of production.	
(iii).	Actual expenditure incurred on the Online Promotion of tourism destinations and products, tour packages in the overseas markets, including content creation / production of digital promotional brochures / leaflets (Attach third party invoice/ proof of payment made to the online agency)	
III.	Total amount (i.e. Sr. Nos. I + II + III)	

Name of the Authorized signatory: _____

Designation: _____

Agency: _____

Full address: -----

Mobile No.: -----

Telephone No.: -----

Email ID: -----

Place:

Date:

Office Seal of Company:

FORMAT FOR SUBMITTING TOUR REPORT

S.No.	Particulars	Details
1.	Name of the agency	
2.	Name of the person who undertook the tour along with designation	
3.	Purpose of travel a) Sales Tours b) Participation in travel fairs/exhibitions/Road Shows	
4.	Period of travel (date & month)	
5.	Country/ies visited with name/s of cities visited	
6.	Details of tour operators / travel agents / hoteliers etc. met during the travel fair/exhibition/Road Show/Sales Tour with some photographs of the event.	
7.	Outcome of the participation (Max. 250 words)	
8.	Recommendation / suggestion for promotion of tourism based on interaction with tour operator / travel agents etc.	

Name of the claimant:

Designation:

Company name:

Company seal:

Date: