

**GOVERNMENT OF INDIA**  
**MINISTRY OF TOURISM**

Transport Bhawan  
Sansad Marg  
New Delhi – 110 001.

No. : 5(30)/06-MDA

Dated: 19<sup>th</sup> November, 2009

**REVISED GUIDELINES FOR MARKETING DEVELOPMENT ASSISTANCE (MDA) SCHEME**  
**(November, 2009)**

The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to approved tourism service providers, i.e. hoteliers, travel agents, tour operators, tourist transport operators, approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura) for undertaking the following tourism promotional activities abroad:-

- (A) Sales-cum-study tour
- (B) Participation in fairs/exhibitions
- (C) Publicity through printed material

**A. Sale-cum-Study Tour**

In order to encourage the small and medium level service providers to go and promote Indian tourism products abroad, Ministry of Tourism, Government of India provides financial assistance to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States, for undertaking sale-cum-study tours to foreign countries.

**Terms and Conditions :**

1. Financial Assistance would be permissible on travel expenses by air from India to any other country and/or by air/euro rail from one country to another country abroad, in economy excursion class fare @ 75% of the fare. This would, however be subject to an upper ceiling to Rs. 1,50,000/- (Rupees one lakh and fifty thousands only) per tour. No financial assistance is provided for travel within India.
2. One sale-cum-study tour by the tourism service provider to a particular country in one financial year is eligible for MDA assistance.
3. The tour to single country or a group of countries shall be for a minimum of two-nights stay abroad excluding journey period.
4. Assistance shall be permissible to one regular employee/Director/ partner/ proprietor of the company.

5. The assistance would be available to tourism service providers with foreign exchange earnings upto Rs. 20.00 crore (Rupees twenty crore only) during the preceding financial year. In respect of tourism service providers from Jammu & Kashmir and the North Eastern States, the total turnover of the company will be upto Rs. 20.00 crore (Rupees twenty crore only) not necessarily including foreign exchange earnings.
6. 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. The service provider should furnish a declaration to this effect.
7. The applicant would furnish a declaration in the prescribed format as under: " I hereby declare that I have not claimed/received any financial assistance for this sale-cum-study tour from Government/Government Agency."
8. In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

#### **Procedure for Submission of Application**

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity/tour abroad. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-I) at least 14 days in advance, along with following documents:
  1. Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter is to be attached)
  2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
  3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism.
- (ii) After undertaking the tourism promotional activity/tour abroad for which prior approval had been accorded by the MOT, the tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure IV), to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the following documents:
  1. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
  2. Certificate of Foreign Exchange Earnings / Total Turnover in the case of Jammu & Kashmir and North Eastern States duly certified by Chartered Accountant.

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3. Self-certified copy of approval certificate issued by the Ministry of Tourism / State Government in the case of Jammu & Kashmir and North Eastern States.
4. Legible photocopy of passport highlighting the entries about departure from India and arrival in India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding pass, lodging pass, etc. may be submitted.
5. Original air ticket/jacket used during the journey along with three self-certified photocopies. The following details should be given separately in a statement:
  - i) Name of the Traveler
  - ii) Ticket number
  - iii) Flight No.
  - iv) Date of Departure from and return to India
  - v) Sectors/countries visited
  - vi) Class in which traveled
  - vii) Economy excursion class fare for sectors/countries visited.
6. Brief Report about the tour and achievements.
7. Claim form received after one month 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.

**B. Participation in Trade Fairs and Exhibitions:**

The Ministry of Tourism, Government of India provides financial assistance to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States for participation in tourism related trade fairs and exhibitions abroad.

**Terms and Conditions**

- 1) Financial Assistance would be permissible on travel expenses by air from India to any other country & by air/eurorail from one country to another country abroad, in economy excursion class fair and/or charges of the built up furnished stall, electricity and water charges etc. @75% to the service providing companies. This would, however, be subject to an upper ceiling of Rs. 2,00,000/- ( Rupees Two Lakh only) per participation. No financial assistance is provided for travel within India.
- 2) Assistance for travel expenses would be permissible to one regular employee/ Director/partner/proprietor of the company.
- 3) The assistance would be available to companies with foreign exchange earnings up to Rs. 20.00 crore (Rupees twenty crore only) during the preceding financial year. In respect of tourism service providers from Jammu & Kashmir and the North Eastern States, the total turnover of

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the company will be up to Rs. 20.00 crore (Rupees twenty crore only) not necessarily including foreign exchange earnings.

- 5) The company shall not be under investigation or charged/ prosecuted/ debarred/ black-listed by Ministry of Tourism, Government of India or any other Government Agency. The service provider should furnish a declaration to this effect.
- 6) The applicant would furnish a declaration in the prescribed format as under: " I hereby declare that I have not claimed/received any financial assistance for participation in this fair/exhibition from Government/ Government Agency."
- 7) In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

#### **Procedure for Submission of Application**

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in trade fair/exhibition. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Government of India, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-II) at least 14 days in advance, along with following documents:
  1. Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter may be attached).
  2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
  3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
- (ii) After participating in the Trade Fair/Exhibition abroad for which prior approval had been accorded by the MOT, the tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure V), direct to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the following documents:
  1. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO and Ministry of Tourism
  2. Certificate of Foreign Exchange Earnings / Total Turnover in the case of Jammu & Kashmir and North Eastern States duly certified by Chartered Accountant.
  3. Self-certified copy of approval certificate issued by the Ministry of Tourism /State Govt. in the case of Jammu & Kashmir and North Eastern States.

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4. Legible photocopy of passport highlighting the entries about departure from India and arrival in India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding Pass, lodging pass etc. may be submitted.
5. Original air ticket/jacket used during the journey along with three self certified photocopies. The following details should be given separately in a statement:
  - i) Name of the Traveler
  - ii) Ticket number
  - iii) Flight No.
  - iv) Date of Departure from / return to India
  - v) Sectors/countries visited
  - vi) Class in which travelled
  - vii) Economy excursion class fare for sectors /countries visited.
6. Original copy of receipts/bank advice etc. along with three photocopies, evidencing payment(s) made; if applicable.
7. Brief Report about the participation and achievements.
8. Claim form received after one month 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.

### **C. Publicity through Printed Material**

The Ministry of Tourism, Government of India provide financial assistance under the MDA Scheme to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States for production of tourism related publicity material for distributing in foreign countries and in tourism related fairs and festivals abroad in order to promote Indian tourism products.

#### **Terms and Conditions**

1. Cost of production of publicity material like product catalogue, brochure, information handout etc., for use abroad during sales cum study tour, participation in trade fair/exhibition, MOT sponsored buyer cum seller meet/trade delegation etc., would be permissible for assistance under MDA scheme @25% of the total approved cost subject to an upper ceiling of Rs. 30,000/- (Rupees Thirty Thousand only).
2. Assistance would be provided once in a financial year.
3. A copy of the publicity material is to be submitted along with the claim.
4. Quotations from a minimum of three printers are to be obtained and submitted along with the claim. Assistance will be allowed on the lowest quotation subject to the upper ceiling as mentioned above.
5. The company shall not be under investigation/charged/prosecuted/Debarred/ blacklisted by Ministry of Tourism, Government of India or any

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other Government Agency. The service provider should furnish a declaration to this effect.

6. The applicant would furnish a declaration in the prescribed format as under: "I hereby declare that I have not claimed/received any financial assistance for production of this publicity material from Government/Government Agency."
7. In case of more applications, priority would be given to those service providers who have not availed financial assistance in the past under MDA Scheme.

#### **Procedure for Submission of Application**

- (i) The eligible tourism service provider shall obtain prior approval of the Ministry of Tourism, Government of India, before printing of publicity material for distribution abroad. The application shall be submitted direct to the Joint Secretary (Tourism), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure-III) at least 14 days in advance, along with following documents:
  1. Proof of approval of the company by Ministry of Tourism or by the State Government in the case of Jammu & Kashmir and the North Eastern States. (Copy of approval letter may be attached)
  2. Certificate of Foreign Exchange Earnings duly certified by Chartered Accountant. In the case of service providers from Jammu & Kashmir and the North Eastern States, certificate of total turnover duly certified by the Chartered Accountant.
  3. Details of financial assistance availed during the last three years from the Government including Ministry of Commerce/FIEO & Ministry of Tourism.
- ii) After distribution of the publicity material abroad for which prior approval had been accorded by the MOT, tourism service provider would submit the application for MDA claim, in the prescribed format (Annexure VI) along with necessary documents as indicated in the claim form, direct to the Ministry of Tourism, Government of India, immediately on return to India but positively within one month of his/her return to India, along with the necessary documents.

#### **General Conditions Governing the MDA Scheme**

1. In order to avail the benefit of reimbursement of air fare under the MDA Scheme, **all tourism service providers may travel only by Air India/Indian Airlines**. For travel to stations not connected by Air India, the tourism service providers may travel by Air India/Indian Airlines 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.

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2. For sale-cum-study tour, a tourism service provider is eligible for financial assistance under MDA Scheme for a maximum of two trips in one financial year.
3. For participation in fairs/exhibitions abroad, a tourism service provider is eligible for financial assistance under MDA Scheme to participate in three exhibitions/fairs abroad in one financial year.
4. For production/printing of publicity material, MDA would be available once in a financial year.
5. The financial benefit under MDA Scheme would be given up to a maximum of only two times to the same person in one financial year, irrespective of the number of tourism service providing companies he/she is associated with.
5. These revised MDA guidelines are in supersession to guidelines issued earlier.
6. These Revised Guidelines will come in force **with effect from 19<sup>th</sup> November, 2009** and till further orders.

Additional Director General (Tourism)

Annexure-I

**Application Form for obtaining Prior Approval under MDA Scheme  
for Sale-cum-Study Tour Abroad**

1	Name of the firm with full address	
2	Name and designation of the person going abroad	
3	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 copy of approval letter)	No. & Date: Valid up to:
4	Foreign Exchange Earnings/Certificate of total turnover in the case of Jammu & Kashmir and North Eastern States, during the last financial year (Pl. attach a certificate from Chartered Accountant)	
5	Names of countries for sale-cum-study tour and the dates/duration of visit abroad	
6	Date of departure from India	
7	Date of arrival in India	
8	Details of the financial assistance availed earlier under the MDA Scheme:	
	a) Name of countries visited/ exhibitions participated	
	b) Name of the Persons	
	c) Dates	
	d) MDA amount received	

Place:  
Date:

**Signature &  
Designation with stamp**



**Annexure-II**

**Application Form for obtaining Prior Approval under MDA Scheme  
for Participation in Trade Fair/Exhibition Abroad**

<b>1</b>	Name of the firm with full address	
<b>2</b>	Name and designation of the person going abroad	
<b>3</b>	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 copy of approval letter)	No. & Date:  Valid up to:
<b>4</b>	Foreign Exchange Earnings/Certificate of total turnover in the case of Jammu & Kashmir and North Eastern States, during the last financial year (PI attach a certificate from Chartered Accountant)	
<b>5</b>	Name of fair/exhibition and the countries along with the dates/duration of the visit	
<b>6</b>	Date of departure from India	
<b>7</b>	Date of arrival in India	
<b>8</b>	Details of the financial assistance availed earlier under the MDA Scheme:  a) Name of countries visited/ exhibitions participated	
	b) Name of the Person(s)	
	c) Dates	
	d) MDA amount received	

Place:

Date:

**Signature &  
Designation with stamp**

**Application Form for obtaining Prior Approval under MDA Scheme  
for Production of Publicity Material**

1	Name of the firm with full address	
2	Name of the Person going abroad	
3	Certificate regarding approval of the Agency/Firm by Ministry of Tourism / State Tourism Deptt. in the case of Jammu & Kashmir and North Eastern States. (please attach a copy of the approval letter)	No. & Date Valid up to
4	Details of product catalogue/brochure/ Handout etc. to be brought out.	(Please attach dummy copy also)
5	Foreign Exchange Earnings/Certificate of total turnover in the case of Jammu & Kashmir and North Eastern States, during the last financial year (please attach a certificate from the Chartered Accountant)	
6	Name of the fair/exhibition, city and country where release of publicity material is planned.	
7	Expected date of release of publicity material.	
8	Number of copies to be printed.	
9	Estimated expenditure.	
10	Details of the financial assistance availed earlier under the MDA Scheme:  a) Name of countries visited/Fair participated & where publicity material distributed b) Name of the Persons who went abroad c) Dates d) MDA Amount received	

Place:

Date:

**Signature & Designation  
With stamp**

**Claim Form for Marketing Development Assistance for  
Sale-cum-Study Tour Abroad**

1	Name of the firm with full address	
2	Name and designation of the Person who went abroad	
3	Whether prior Approval of the Ministry of Tourism obtained for undertaking promotional tour abroad. (Please attach a copy of the approval letter.)	
4	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/State Tourism Deptt. 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 / Total Turnover in the case of Jammu & Kashmir and North Eastern States, during last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6	Name of the Country(ies) visited for sale-cum-study tour and the dates/duration of stay abroad	
7	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
8	Actual date of arrival to India (Please attach self certified photocopy of passport highlighting date of arrival)	
9	Details of Number of proposal(s) already submitted in the same financial year	
10	Details of the financial assistance availed earlier under the MDA Scheme separately for : a) Sale-cum-Study Tour b) Participation in fair/exhibition c) Production of Publicity Material (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	

11	Actual expenditure incurred on return airfare by economy excursion class  (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
12	Amount being claimed	

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.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Office Seal:

Place:

Date:

**Claim Form for Marketing Development Assistance for  
Participation in Trade Fairs/Exhibitions Abroad**

1	Name of the firm with full address	
2	Name and designation of the Person who attended the fair/exhibition abroad	
3	Whether prior Approval of the Ministry of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval letter.)	
4	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/State Tourism Deptt. 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 / Total Turnover in the case of Jammu & Kashmir and North Eastern States, during last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6	Name of Fair/Exhibition and the countries along with dates/duration of stay	
7	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
8	Actual date of arrival to India (Please attach self certified photocopy of passport highlighting date of arrival)	
9	Details of Number of proposal(s) already submitted in the same financial year	
10	<p>Details of the financial assistance availed earlier under the MDA Scheme separately for:</p> <p>a) Sale-cum-Study Tour b) Participation in fair/exhibition c) Production of Publicity Material</p> <p>(Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)</p>	

<b>11</b>	Expenditure incurred on :	
(a)	Actual expenditure incurred on return airfare by economy excursion class  (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
(b)	Actual expenditure incurred on stall, decoration, water and electricity (in case of participation fair/exhibition)  (Please attach original voucher/bank advice/receipt etc. evidencing payment made, along with three self certified photocopies thereof). (Also furnish a Statement of Expenditure)	
	Total expenditure incurred (a + b)	
<b>12</b>	Amount being claimed	

**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.

Signature \_\_\_\_\_  
Name \_\_\_\_\_  
Designation \_\_\_\_\_

Office Seal:  
Place:  
Date:

Annexure-VI

**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/attended the fair/exhibition abroad	
3	Whether prior Approval of the Ministry of Tourism obtained for production of publicity material (Please attach a copy of the approval letter.)	
4	Certificate regarding approval of the Agency/Firm by Ministry of Tourism/State Tourism Deptt. 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 / Total Turnover in the case of Jammu & Kashmir and North Eastern States during the last financial year. (Please attach a copy of certificate from the Chartered Accountant)	
6	Name of the Fair/Exhibition and the countries along with dates where publicity material was distributed.	
7	No. of copies of publicity material prepared	
8	Details of Number of proposal(s) already submitted in the same financial year	
9	Details of the financial assistance availed earlier under the MDA Scheme separately for: a) Sale-cum-Study Tour b) Participation in fair/exhibition c) Production of Publicity Material  (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
10	Name of the three firms where from quotations were invited (Please	

	attach copies of the three quotations)	
<b>11</b>	Name & address of the firm quoting the lowest quotations	
<b>12</b>	Name & address of the firm, which printed the publicity material.	
<b>13</b>	Actual expenditure incurred  (Please attach original voucher/Bill evidencing payment made; along with three self certified photostat copies.	
<b>14</b>	Amount being claimed	

**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.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Office Seal:

Place:

Date: