

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

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

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 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 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/eurorail 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 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 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 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 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 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 to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of 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 upto **Rs. 20.00 crore** (Rupees twenty crore only) during the preceding financial year. In respect of tourism service providers from the North

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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.

- 4) 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.
- 5) 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."
- 6) 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 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 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 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 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 Traveller
  - 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 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 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 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. 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.
2. 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.
3. For production/printing of publicity material, MDA would be available once in a financial year.
4. 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,

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- 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 vide this Ministry's letter No. 15-TP(58)/2001 dated 16.3.2004 and subsequent letters No. 5(30)/06 dated 8.5.2008 and 19.12.2008.
  6. These Revised Guidelines will come in force with effect from 6.7.2009 and till further orders.

Joint Secretary (Tourism)

