

Government of India  
Ministry of Tourism  
(Niche Tourism Division)

C-I, Hutments,  
Dalhousie Road,  
New Delhi - 110 011

No. 11-1(9)/2016-NT

Dated: 7<sup>th</sup> February 2017

Subject: **Guidelines for Marketing Development Assistance (MDA) -  
Active Members of India Convention Promotion Bureau (ICPB) -  
Revision of Guidelines reg.**

Please find enclosed revised guidelines of Marketing Development Assistance (MDA) for Active Members of India convention Promotion Bureau (ICPB) for further reference and records.

  
(Ramkumar Vijayan)  
Assistant Director

Encl: as above

To:

1. PS to the Secretary (Tourism)
2. PS to the AS&FA
3. PS to the Joint Secretary (Tourism)
4. PS to Addl. Director General (Tourism)
5. PS to ADG (MR)
6. PS to Adviser (E)
7. PS to JS(PS)
8. PS/PA to Director (F)/Director (Admn.)/Director(EN)
9. Dy. Director General (H&R)/NT/Pub.
10. Regional Director, Indiatourism Office India & Abroad.
11. Joint Director (MR)
12. Asstt. DG (Pub.)/(SD)/(IC)/(P&C)/(Mont.)/(TT)/(A-IV)/(HRD)/(EN)/(Event)/(OM)/(PSU)
13. US (Admn.)/(F)/(H&R)/(Prasad)/(OM)
14. DD(MR)
15. Asstt. Director (Admn.I)/Admn.II/Admn.IV/P&C/Pub, Event & IT/SD/Prasad/OM/IC/H&R/HRD/TT/ENE/EN&WS/Hindi
16. Asstt. Director/Manager, Indiatourism Office, India & Abroad.
17. The Director, ICPB, Ashoka Hotel, Chanakyapuri, New Delhi.
18. STD, NIC with request to upload on official website

**GOVERNMENT OF INDIA**  
**MINISTRY OF TOURISM**  
**Guidelines for Market Development Assistance (MDA) Scheme –**  
**Active Members of ICPB**

1. The MICE segment has emerged as a substantially high component of growth in inbound tourism. Most countries constantly endeavour to attract MICE clientele through bids for various International Conventions / Conferences / Seminars and the like.
2. The international organizations / societies keep on organizing their regular conferences and conventions in different destinations in the world. The Indian societies / members are only entitled to bid for bringing the international conferences of these larger international associations to India. For this purpose, the Indian societies have to prepare the bid documents as per the manuals of international societies, make audio / visual and power point presentations, travel to different countries for the purpose of making the bid, host receptions, produce and distribute attractive brochures, give souvenirs, leaflets to the members of international associations etc. Assistance to such activities can be provided by 'Active Members' of the ICPB.
3. In order to give a boost to the MICE tourism, the Govt. of India has decided to extend the benefits under Market Development Assistance (MDA) Scheme, administered by the Ministry of Tourism, to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences / Conventions, thereby bringing more MICE business to the country. Under the scheme, associations / societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the following terms and conditions.

**Terms and conditions:**

4. Ministry of Tourism has made India Convention Promotion Bureau (ICPB) as the nodal agency for steering the entire scheme of assistance under MDA to its 'Active Members' who in turn would motivate Indian Travel Planners / Societies / Associations towards bidding for International Conventions / Conferences to the Country.
5. The Planners / Societies may approach ICPB 'Active Members' for helping them in preparing a professional bid document and for making presentation etc. for winning the bid or for any other assistance / professional support. Ministry of Tourism (MOT) assistance under the scheme will be based on this.

**Procedure for submission of Application:**

11. The eligible 'Active Members' of ICPB shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity. The application shall be submitted directly to the Deputy Director General (Overseas Marketing Division), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi, in the prescribed format (Annexure - I) **at least 45 days** in advance along with the following documents:

a) Proof of approval as 'Active Member' of ICPB to be enclosed. A letter issued by ICPB certifying the antecedents/credentials of the applicant and supporting the application to be attached.

b) Details of financial assistance availed during the last three years from the Government, including Ministry of Commerce / FIEO and Ministry of Tourism.

12. After undertaking the tour abroad for which prior approval was accorded by the Ministry of Tourism (MOT), the ICPB 'Active Members' would submit the application for MDA claim, in the prescribed format (Annexure II) 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:

a) Legible photocopy of passport highlighting the entries about departure from India and arrival to India and also the countries visited in respect of person(s) of the respective Association/Society etc. as the case may be. 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.

b) 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 Travellers
- ii. Ticket Nos.
- iii. Flight No.
- iv. Date of Departure from and return to India
- v. Sectors / countries visited
- vi. Class in which travelled
- vii. Economy excursion class fare for sectors / countries visited.

c) Brief Report about the tour and achievements regarding the presentation made. Documentary proof of winning the bid or standing second or third in the bidding process.

**ANNEXURE -I**

<b>Application form for obtaining Prior Approval under MDA Scheme towards Bidding Support by 'Active Members' of ICPB.</b>		Name of the ICPB 'Active Member' with full address
1.		
2.		Name and designation of the person submitting the application
3.	Certificate regarding approval of active membership of ICPB	(Valid up to :)
4.		Purpose of visit indicating the details of conference / convention for which bidding is proposed.
5.		Name of country for presentation of Bid with dates / duration of visit abroad
6.		Name of the person presenting the Bid with complete address of Association / Society
7.		Date of departure from India
8.		Date of arrival to India
9.		Details of the financial assistance availed earlier under the MDA Scheme: (a) Dates (b) MDA amount received