Government of India
Ministry of Tourism

IT GUIDELINES FOR CENTRAL FINANCIAL ASSISTANCE

The Ministry of Tourism, Government of India has in the recent past taken major initiatives in the field of Information Technology with a view to benefit the tourist. The aim of these initiatives is as follow: -

a)   Improved efficiency at Govt. of India tourist Offices and the Ministry Headquarters
b)   Improved Tourist information to tourists
c)   Improved Tourist facilitation

To encourage the State Tourism Departments to take major IT initiatives for improved touristic information and facilitation as well as marketing and publicizing their tourist products. To achieve this a Central Financial Assistance for It was formulated to extend assistance to the State/UT Governments to enable them to adopt wide spread use of Information Technology in their tourism products and services comprising publicity, promotion and marketing etc. Under this scheme, assistance up to 50% of the IT project (States/Uts) is given to the State/UT Governments subject to the following conditions:

1. The CFA will be restricted to an annual ceiling for each State/UT which would be 90% of the total cost of the projects or Rs.50.00 lakh whichever is lower.

2. The State/UT Governments should submit their IT proposals for Central Financial Assistance by 30th of September for consideration during the financial year

3. State/UT Governments should give a write up on the scope and benefits of the project duly supported by a project/feasibility report preferably prepared by a professional agency/organization. The report should be certified by an officer not below the rank of Director Tourism.

4. The project should be supported in revised Form 'P' with full details of the Hardware/Software to be produced/developed and terms and conditions of the procurement and how its going to benefit the state. The State/UT Government should

clearly mention the cost of the project with state share, schedule of implementation, implementing agency, date of completion and method of funding.

5. The State/UT Government will bear all expenses for the operation and maintenance including recurring charges of the project and an undertaking to this effect should be sent along with the proposal.

6. The State/UT Governments should ensure that the details of the hardware/software components submitted with the project should remain the same at the time of actual procurement. If there are any changes in the procurement prior approval of the Ministry of Tourism has to be obtained before procurement of hardware/software.

7. Central Financial Assistance up to 90% of the share of the Ministry of Tourism will be released to the State/UT Government as an advance for placement of order for procurement/development of Hardware/Software. The balance amount of the Central Financial Assistance in full will be released to the State/UT Governments on production of proof of codal formalities followed, copy of placement order, completion certificate and production of proof of utilization of funds for the purpose for which it was released.

8. Special assistance (100%) to new states and north eastern states on case to case basis with approval of Secretary (Tourism).

9. Details of Hardware and Software to be considered for Central Financial Assistance is as follows: -

<u>Hardware</u>:

➢ Desktop Computer
➢ Laptop Computer
➢ Scanner
➢ Printer (Dot Matrix, Inkjet & Laserjet)
➢ LCD Projector
➢ Visualizer
➢ Portable Screen
➢ Upgradation of existing Hardware
➢ Networking

- Interactive/virtual walkthrough CD ROMs on destination
- CDs/VCDs on culture, traditional art forms
- Launching of dynamic tourism portals
- Major revamping of the existing sites
- Remote Sensing Equipment at monuments
- Handy Audio Research Kit (HARK) at monuments
- IVRS facility for dissemination of tourism information
- Tourism information Kiosks

Software:

- Operating software Windows all versions
- Application software all versions
- Software for Networking & VPN
- Software for MIS
- Software for Online Payment Gateway
- Software for GIS & Multimedia
- CD ROMs (Thematic, Walkthrough, Virtual Reality and Photo CD)
- Spcialised Software like Photoshop, Corel Draw, Oracle, Linus, Autocad, etc.
- Website Development

Ceiling proposed on CFA for different items

i) Production of CD, VCD or DVD   Rs.10.00 lakh

- Maximum number of topics/themes allowed   five
- No. of copies of CD/VCD/DVD   5000
- Additional copies for participation in   5000
  International Tourism fairs

ii) CDs/VCDs on culture, traditional art forms:

- Preparation of CD/VCD/DVD for any specific
  Theme/topic   Rs.7.00 lakh
- No. of themes allowed during a financial year   Five
- No. of copies of replication   5000
- Additional copies for participation in   5000
  International Tourism fairs

iii) Websites:

Launching of Tourist Portals   Rs.10.00 lakh
Ravamping of existing sites   Rs.10.00 lakh

iv)   Remote Sensing Facility, HARK etc.

Remote Sensing equipment at each monument   Rs.15.00 lakh
HARK System at each monument   Rs.15.00 lakh

v)   IVRS and Tourism Kiosks

IVRS facility for each connection   Rs.5.00 lakh
Tourism Information Kiosks for each site   Rs.10.00 lakh
(5 at one site)

State-wise ceiling

90% of the total cost or Rs.50.00 lakh whichever is less during a financial year

The above terms and conditions are subject to change based on a review to be made.

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