

Government of India
Ministry of Tourism
(Niche Tourism Division)

**GUIDELINES FOR THE MINISTRY OF TOURISM'S SUPPORT TO
PROMOTE POLO AS NICHE TOURISM PRODUCT**

Tourism sector has got an immense potential in adding to the economic growth and socio-economic development, via employment generation, of the country. The country can utilize its unlimited potential in the niche sector like golf, caravan, polo, adventure sports etc. Similarly, the sports sector has a major economic impact, contributing billions of dollars to the economy and scope for employment generation . The trend towards travel for the purpose of participating in some manner of sporting activity is both significant and growing – in India and worldwide.

2. India has a rich heritage of polo and is one of the few countries in the world where this game is still preserved and practiced. The Indian Polo Association a registered body is the single organization administering and promoting this game in India and therefore the promotion of this product would be taken up in association with the Indian Polo Association. Since India provides a scope for promoting the Sport Polo as a niche tourism products the Ministry of Tourism considers that polo can emerge as a niche tourism product .

Mission :

3. With varied tourism products available in India there is need to focus on multiple attractions available in the country so as to offer a diverse range of tourism products than focussing on the a single product thereby necessitating a clear vision, stated objectives and a collaborative approach. India has a rich historical tie with many of the sporting traditions and Polo being one such. Given the status of heritage sports that Polo enjoys in India, this game can be leveraged to position as an additional attractions for tourist both domestic and International. The following are the guidelines by which the Ministry of Tourism seeks to promote golf tourism:

Support for Developing Publicity Material.

4. Ministry of Tourism will provide on 50:50 sharing basis an expenditure up to Rs. 50 lakh to the Indian Polo Association for production of high quality publicity materials, like brochures, print creative, audio video presentations, short films, radio jingles, creation of websites, online creatives etc to promote Polo for each financial year. This support will not be eligible for media spend like release of advertisements in print or television.

Sponsorship Support for Domestic Polo Events

5. Ministry of Tourism would consider supporting the polo games being played in India with international team. During one financial year the Ministry of Tourism would provide financial support to five such Polo games being held in India. This support would be Rs. 5.00 lakh for each game. This support would be on a 50:50 cost sharing basis and the Polo Association would consider having these games in other cities also besides Delhi and

Jaipur. Further additional support would be considered on equal cost sharing basis for organizing Polo Carnival/ Polo Week/Polo Festival Etc on case to case basis on receipt of proposals from Indian Polo Association.

Support to Polo World Cup

6. Though India is the country of origin of Polo, the most coveted event of the game namely the World Cup has never come to India. Incidentally the World Cup is called “Jaipur Cup World Polo Championship’. The Ministry of Tourism could consider a support of Rs. 1.00 crore of funds to the Indian Polo Association if the Association is able to bring the World Cup to India. This financial support will also be on the cost sharing basis of 50:50. The Ministry of Tourism can give a letter of commitment to Indian Polo Association of this support when the Indian Polo Association bids for the forthcoming world cup.

Capacity Building for “Grooms”.

7. A **groom** is a person who is responsible for some or all aspects of horses and/or the care of the stables themselves. The Ministry of Tourism would support the Indian Polo Association for capacity building programmes for the “grooms” based on proposals received from the Association under the Capacity Building Programme of Ministry of Tourism.

Supporting International Games featuring Indian Team:

8. Through its overseas offices, the Ministry of Tourism would support the Indian Polo team while playing at international venues. The Indian Polo association would share its international schedule in advance so that our overseas offices can be informed about these events and accordingly could coordinate with Indian Polo Association for partnership.

9. Modality for dispensation of Funds & Utilization :

On receipt of the proposal from the Indian Polo Association the same will be examined in the Ministry based on the approved guidelines and if found in order an in principle approval would be given for sanction of funds. The actual release of funds will be after completion of the work/event and submission of the invoice with supporting/audited accounts statement and utilization certificate. Future sanction of funds will be only on basis of utilization certificates submitted by the Polo Association for funds already sanction.

10. Incredible India Logo Support:

The Incredible India brand, being one of the most recognized brand internationally the Ministry of Tourism would provide permission for use of logo for promotion of prestigious national and international events with no financial implications.
