

**Ministry of Tourism
Government of India
(Publicity, Events and IT Division)**

No. : 5-TP(37)/07

Date : July 1, 2010

**GUIDELINES FOR EXTENDING FINANCIAL SUPPORT TO
STATE GOVERNMENTS /UNION TERRITORIES FOR PRODUCTION OF
PUBLICITY MATERIAL IN COLLABORATION WITH THE PRIVATE SECTOR**

1. Recognizing the need of the State Governments/UTs to produce quality promotional material, Ministry of Tourism (MOT) will support State Governments/Union Territories and Private stakeholders jointly with financial assistance to develop & print promotional material by contributing 34% of the total cost to State Governments / Union Territories.
2. Proposals received from State Governments and Union Territory Administrations only will be considered by the Ministry of Tourism.
3. The State Governments / UTs while submitting their proposals must submit details of the publicity material proposed to be produced, the quantity proposed, share of the State Government / UT and the private stakeholders, certification that required codal formalities have been followed and written confirmation of support / extent of support from the concerned private stakeholder.
4. The total cost for promotional material includes both designing and print components.
5. Under the existing DPPH guidelines, MOT supports State Governments of North East States including Sikkim, J&K, and three new States Chhattisgarh, Jharkhand and Uttarakhand for production of Collaterals and tourism promotional material on 50: 50 cost sharing basis.

6. In the case of these 12 States (i.e. Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim, Jammu & Kashmir, Chhattisgarh, Jharkhand and Uttarakhand), the 50% State share can now be split **equally** between the State Governments and Private Stakeholders. There will be no change in MOT share of 50%, of the total cost.

7. Other than the above twelve states covered under DPPH guidelines for Central Assistance on 50: 50 cost sharing basis for production of tourism material, Joint Support will now be extended to **other States / Union Territories** for production of tourism promotional material under joint promotional support, whereby 34% of the total cost will be borne by MOT and the balance 66% will be borne by the State Governments and Private Stakeholders jointly, with a minimum share of 25% of the total cost being the State Government / UT share.

8. If the State Government / UT is unable to enlist the support of Private Stakeholders for production of publicity material and the State Government / UT is willing to take over the balance cost (other than the Ministry of Tourism share), the same may be clearly stated by the State Government / UT while submitting their proposal to the Ministry of Tourism and the same would be considered based on merit of the case.

9. The financial support from MOT will be subject to the following stipulations :

- (a) Literature to be produced by the State Government / Union Territory should **not** be the same or similar to that produced by the Ministry of Tourism.
- (b) Adequate quantity of the material should be produced and 10% of the same should be given to the Ministry of Tourism for its use.
- (c) In case of Films / TVCs produced with support from MOT, the State Government / UT will provide footage of the same to the Ministry of Tourism for its use for promotional purposes only.
- (d) Codal formalities as per the State / UT financial rules are to be strictly followed before the firmed up proposal is submitted to the Ministry of Tourism with final costing.

(e) The material so produced is to carry the line "Produced with the support of Ministry of Tourism, Government of India."

10. MOT will contribute 34% of the total cost or a maximum amount of Rs. 25.00 lakh, whichever is less, to the State Governments and 34% of the total cost or a maximum amount of Rs.15.00 lakh, whichever is less, to the Union Territories, for production of publicity material in each financial year.

11. Recognising the special needs of the North East States including Sikkim, Jammu & Kashmir and the new States of Chhattisgarh, Jharkhand and Uttarakhand, the upper ceiling of Rs. 25.00 lakh per State in a financial year, as indicated at Para 10 will not apply.

12. MOT's share will be given as 80% advance and balance 20% on receipt of Utilization Certificate from the State Governments/UTs with proof of production undertaken by the State Governments/UTs. As stated in clause 6 (a) above, the State Government/UT will supply 10% of the publicity material produced to the Ministry of Tourism at the time of making claim of reimbursement of the balance 20% funds.

13. MOT reserves the right to see the creatives for concurring "in principle" approval where considered necessary, when proposal received from State Government/Union Territory involves substantial funds.
