

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

No. 2-TP(4)/2002

1st July, 2010

Approved Guidelines for Financial Assistance to State Government / Union Territory Administrations for Organizing Fair and Festivals and Tourism related Events

The Department of Tourism shall provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism. The conditions for providing the financial assistance would be as under :-

1. The fairs, festivals and events should be selected by the State Governments / UTs based on their tourism potential.
2. Ministry of Tourism, Government of India would provide a maximum financial assistance of Rs. 25.00 Lakh per fair / festival / event in the case of States and Rs. 15.00 Lakh in case of Union Territory.
3. Maximum financial assistance to be provided to each State Government during 1 financial year should not exceed Rs. 50.00 lakh. The Financial Ceiling for the Union Territories would be Rs. 30.00 Lakhs.
4. Assistance for maximum of 6 fairs/festivals/events only will be provided to the State Governments or Union Territories during one financial year. In case of more than 6 fairs for a particular state, 2 more fairs can be considered on receiving the full justification about the same and approval of Secretary (Tourism) will have to be obtained for considering such requests. However, the ceiling indicated in 3 above would remain.
5. The fair, festival or event should be identified by the States / UTs based on their potential for the development and promotion of tourism and informed to the Ministry of Tourism well in advance.
6. Central Financial Assistance would be provided only for the following items :-

- (i) Creation of semi permanent structures.
 - (ii) Production of posters, pamphlets, advertisement in news-paper and production of film.
 - (iii) Remuneration of artists.
 - (iv) Sitting arrangements, lighting, sound, lodging & boarding, transportation, hiring of space and other similar activities.
7. Prior approval of the Ministry of Tourism should be taken before committing any expenditure and proposals should be sent to the Ministry at least 2 months in advance of the event. No assistance would be extended on ex-post facto basis.
8. Support of the Ministry of Tourism would be subject to availability of funds and relevance of the event.
9. Adequate publicity to the Ministry of Tourism would be given in the different advertisements or media releases issued by the State Governments / UTs. Ministry's logo (Incredible India) and website would also be given due publicity.
10. The State Government / UT Governments organizing the event would contribute atleast 50 % of the total expenditure involved on the fair / festival or event.
11. Ministry of Tourism will release 100% amount towards the proposals approved. However, 3 proposals only, can be submitted by the State Government / Union Territory Administrations in the first instance. No fair / festival / event proposal will be considered thereafter unless the State Government submits full details of the expenditure (including State / UTs components) and Utilization Certificate for the amount with a brief note on the advantages gained as the outcome of fair / festival / event towards the assistance provided for 3 proposals. Subsequently, the other proposal can be sent to Ministry of Tourism as mentioned in para 4 above.
12. The proposal for the financial assistance should include in details the break-up of expenditure and the agencies involved in organizing the event. The proposal should also include the names of sponsors if any, and the amount being contributed by them.

13. The State Governments / UTs must follow all codal formalities while spending the money released by the Ministry of Tourism as financial assistance.
14. To the North-Eastern States including Sikkim and the state of Jammu and Kashmir, 100 % assistance may be provided by the Ministry of Tourism, Government of India.

Instructions for MoT's Divisions

1. The proposals received from the State Governments / Union Territory Administrations will be processed by the concerned programme / planning division of the Ministry. While processing proposals for 2010-11, in respect of any State / UT, the status of Utilization Certificates (UCs) pending for the years upto 2009-10 in respect of that State / UT shall also be indicated.
2. The concerned division will open only one file for each State / Union Territory during one financial year for all the fairs / festivals / events of that State / UT.
3. The Division will try to ensure that UCs and other details are received from the States / Union Territories in time.
4. Preference would be given to the proposals received online and online submission of UCs and other details will be encouraged.

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

No. 2-TP(4) / 2002-I

7th September 2011

Subject : Modification to Ministry of Tourism's Guidelines bearing no. 2-TP(4)/2002 dated 1st July 2010 issued for providing Financial Assistance to State Governments / Union Territory Administrations for Organizing Fairs and Festivals and Tourism related Events.

1. The Ministry of Tourism, Government of India provides Financial Assistance to State Governments and Union Territory Administrations for Organizing Fairs and Festivals and Tourism related Events as per guidelines referred to above. In continuation to the said Guidelines, it has been decided that the Ministry of Tourism will provide Financial Assistance to State Governments, UT Administrations for organizing and promoting various Fairs, Festivals and Tourism related Events that are **either** organized and promoted by them directly **or** through registered organizations / societies, non-profit making companies or non- governmental organizations, but not through any private individual.

2. The modifications to relevant clauses in the existing Guidelines are enclosed herewith as **Annexure**. All other clauses will remain unchanged.

Annexure

Modification to Ministry of Tourism's Guidelines bearing no. 2-TP(4)/2002 dated 1st July 2010 issued for providing Financial Assistance to State Governments / Union Territory Administrations for Organizing Fairs and Festivals and Tourism related Events.

Para / Clause No. in Existing Guidelines	Existing Guidelines	Modified Guidelines
Introductory Para	The Department of Tourism shall provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism	<p>The Ministry of Tourism shall provide Financial Assistance to State Governments, UT Administrations for organizing Fairs, Festivals and Tourism related events that are either organized and promoted by them directly or through private organizations, registered societies, non-profit making companies or non-governmental organizations, <u>but not through any private individual.</u></p> <p>The private organizations, registered societies, non-profit making companies and non-governmental organizations whose Fairs/ Festivals/ Tourism related events are recommended for support by the State Govt. / UT, should have been registered for a period of at least two years as on the 1st of April of the financial year in which the event for which financial assistance is sought, is scheduled to be held and should have previous experience in organizing similar events. Such organizations may be considered for financial support once in two years.</p>

Para / Clause No. in Existing Guidelines	Existing Guidelines	Modified Guidelines
4.	Assistance for maximum of 6 fairs/festivals / events only will be provided to the State Governments or Union Territories during one financial year. In case of more than 6 fairs for a particular state, 2 more fairs can be considered on receiving the full justification about the same and approval of Secretary (Tourism) will have to be obtained for considering such requests. However, the ceiling indicated in 3 above would remain.	Assistance for maximum of 6 fairs/festivals / events only will be provided to the State Governments or Union Territories during one financial year. In case of more than 6 fairs for a particular state, 2 more fairs can be considered on receiving the full justification about the same and approval of Secretary (Tourism) will have to be obtained for considering such requests. However, the financial ceiling indicated in para 3 above would remain. Out of the total number of Fairs, Festivals and Tourism related Events for which financial assistance is sought by the States / Union Territories each financial year, a maximum of two (2) can be for Fairs, Festivals and Tourism related Events organized by private organizations, registered societies, non-profit making companies or NGOs.
10.	The State Government / UT Governments organizing the event would contribute at least 50 % of the total expenditure involved on the fair / festival or event.	For Fairs, Festival and Tourism related Event organized directly by the State Governments / UT Administrations, the State Government / UT Administration organizing the event would contribute at least 50 % of the total expenditure involved on the fair / festival or event. In the case of Fairs, Festivals and Tourism related Events organized by private organizations, registered societies, non-profit making companies or non-governmental organizations, the Financial Assistance to the State / UT will be a maximum of 50% of the total estimated cost, with the balance 50% to be shared between the State Govt / UT Administration and the Private Organisation organizing the fair / festival /event.

Para / Clause No. in Existing Guidelines	Existing Guidelines	Modified Guidelines
11.	<p>Ministry of Tourism will release 100% amount towards the proposals approved. However, 3 proposals only, can be submitted by the State Government / Union Territory Administrations in the first instance. No fair / festival / event proposal will be considered thereafter unless the State Government submits full details of the expenditure (including State / UTs components) and Utilization Certificate for the amount with a brief note on the advantages gained as the outcome of fair / festival / event towards the assistance provided for 3 proposals.</p>	<p>Ministry of Tourism will release 100% amount towards the proposals approved. However, 3 proposals only, can be submitted by the State Government / Union Territory Administrations in the first instance. Thereafter, every additional proposal will be approved only after receiving the UC for the first three events. For instance, when UC for one of the three sanctioned events is submitted, the fourth proposal will be considered for approval, when the 2nd UC is submitted, the fifth proposal will be considered and so on.</p> <p>In the case of fairs, festivals, events organized directly by the State Governments / UT Administrations, in the UC to be submitted, it will be certified by the State Government / UT Administration that 50% of the total expenditure on the event has been incurred by the State Government / UT Administration. Along with the UC, a brief note on the advantages gained and the outcome of the fair / festival / event organized, will also be submitted.</p> <p>In the case of fairs, festivals, events organized by private organizations, registered societies, etc., along with the UC submitted by the State Government / Union Territory, certifying the expenditure incurred by them for the event, a statement of expenditure on the event from the private organization, registered society, etc., duly verified by the Chartered Accountant must also be submitted.</p>

Para / Clause No. in Existing Guidelines	Existing Guidelines	Modified Guidelines
12.	The proposal for the financial assistance should include in details the break-up of expenditure and the agencies involved in organizing the event. The proposal should also include the names of sponsors if any, and the amount being contributed by them.	The proposal for the financial assistance should include in details the break-up of expenditure and the agencies involved in organizing the event. The proposal should also include the names of sponsors if any, and the amount being contributed by them. In the case of fairs, festivals, events organized by private organizations, registered societies, etc., copies of registration certificates of the organization and proof of previous experience in organizing similar events must be submitted.
14.	To the North-Eastern States including Sikkim and the state of Jammu and Kashmir, 100 % assistance may be provided by the Ministry of Tourism, Government of India.	In the case of North- Eastern states including Sikkim and the state of Jammu and Kashmir, the Financial Assistance provided will be 100% for Fairs/ Festivals/ Tourism related Events organized directly by the State Governments. In the case of Fairs, Festivals and Tourism related Events being organized by private organizations, registered societies, non-profit making companies or non-governmental organizations in the North-Eastern states including Sikkim and the state of Jammu and Kashmir, 50% of the total cost of the event will be met through Financial Assistance from the Ministry of Tourism, with the balance 50% to be shared between the State Govt and the Private Organisation organizing the fair / festival /event.
Instructions for MoT's Divisions Para 3.	Preference would be given to proposals received online and online submission of UCs and other details will be encouraged.	Preference would be given to proposals received online.