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सत्यमेव जयते



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Director  
Ministry of Tourism  
Government of India  
New Delhi-110001

File No.: IC/9/2023-G-20-Part(1)

Dated: 27.02.2024

Respected Sir/ Madam,

The Ministry of Tourism had formulated National Strategy and Roadmap for MICE Industry with a vision to position India as a global MICE destination and a hub of mega conferences and exhibitions. The mission of the National Strategy is to create enabling conditions and institutional framework at the Central, State and City level for growth of the MICE industry.

2. In line with the National Strategy for the MICE industry, the Ministry has formulated Model Guidelines for Setting up of City MICE Bureau. The aim of setting up the City MICE Promotion Bureau is to act as an official nodal agency for facilitating, promoting and developing the MICE industry in the city. The Model Guidelines may act as a reference and the States/ UTs can adopt it with the modifications required at their level.

3. I would like to request you to take expeditious actions for setting up MICE Bureau(s) in your respective State/ UT.

Best regards,

Yours sincerely,

(Radha Katyal Narang)

To,

All State/UT Principal Secretaries/ Secretaries of Department of Tourism

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**Model Guidelines for Setting up of City MICE Bureau**



**February 27, 2024**

**Ministry of Tourism  
Government of India**

# Model Guidelines for Setting up of City MICE Bureau

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## **Model Guidelines for Setting up of MICE Bureau**

### **1. Background**

#### **1.1 National Strategy and Roadmap for MICE Industry**

The Ministry of Tourism has formulated National Strategy and Roadmap for MICE Industry (available at [www.tourism.gov.in](http://www.tourism.gov.in)) with a vision to position India as a global MICE destination and a hub of mega conferences and exhibitions. The mission of the National Strategy is to create enabling conditions and institutional framework at the Central, State and City level for growth of the MICE industry. The goal is to substantially increase India's global share in MICE business.

#### **1.2 Key Pillars of the National Strategy**

The National Strategy and Roadmap has identified the following key strategic pillars for growth of MICE Industry in the country:

- (i) Institutional support for MICE
- (ii) Developing Eco-system for MICE
- (iii) Enhance competitiveness of Indian MICE industry
- (iv) Enhance ease of doing business for MICE events
- (v) Marketing India as a MICE destination
- (vi) Skill development for MICE industry

#### **1.3 India's G20 Presidency**

During India's G20 Presidency, more than 200 meetings have been organized in 56 cities across the country. It has generated unprecedented interest at national and international level. It has showcased India's robust MICE infrastructure and cultural and natural heritage to the world. The Ministry of Tourism is actively working to take this momentum forward and firmly establish India as a global leader in MICE.

#### **1.4 Setting up of City MICE Promotion Bureau (CMPB)**

In order to provide impetus to the growth of the MICE segment at various city destinations, the Ministry of Tourism is working with the State Governments to set up City MICE Promotion Bureaus. City level MICE Promotion Bureau will be set up by the State Government at major cities, which have MICE potential.

### **2. Prioritization of Cities for setting up CMPB**

An indicative list of MICE destinations to be prioritized for development is given in Chapter 5 of the National Strategy. The States may accordingly prioritise cities for

setting up of CMPB based on the success parameters given in Annexure-1 attached to the National Strategy for MICE Industry.

- (i). Accessibility
- (ii). Local Support
- (iii). Local Attractions
- (iv). Accommodation facilities
- (v). Meeting facilities
- (vi). Information
- (vii). Site Environment
- (viii). Other factors

### **3. The Aim and Objectives of CMPB**

The aim of setting up the City MICE Promotion Bureau is to act as an official nodal agency for facilitating, promoting and developing the MICE industry in the city. The key objectives are:

- (i). To make the city a preferred MICE destination by increasing visitor and MICE events, which will accelerate sustainable economic growth and development of the city;
- (ii). Set a strategic direction for MICE industry and improve the city's competitive position in the national and international market;
- (iii). Stimulate the city economy by promoting city as the premier destination for various national / international events;

### **4. Functions of CMPB**

The City MICE Promotion Bureau will be an official nodal agency for MICE industry and events in the city. The Bureau will discharge the following functions:

- (i). Positioning the city as premier MICE destination - attract conferences, conventions, and events to the city
- (ii). Facilitate organisation of MICE events with citywide impact and provide the best experience for guests and delegates and increase the potential for repeat events.
- (iii). Identify potential Business opportunities and generate leads for the stakeholders to follow up
- (iv). Work with Stakeholders / PEO's / PCO's / Destination Management Companies to successfully bid for the city

- (v). Promoting Government and Industry partnerships
- (vi). Undertake statistical analysis of MICE Events business to generate insights/intelligence, which help in developing the pipeline for future business
- (vii). Data Collection & Monitoring Industry Trends - Gather and analyze data related to the success of past events, attendee feedback, and industry trends to continually improve the city's appeal as a convention destination.
- (viii). Stay informed about industry trends, technological advancements, and changes in event planning preferences to adapt promotional strategies accordingly.

## **5. Structure of CMPB**

### **5.1. CMPB to be a public private partnership**

The City MICE Promotion Bureau will be set up as a partnership between the public and private sector. Public and private sector agencies involved in MICE planning, development and management and MICE Industry representing travel, tourism and hospitality industry will be part of the organization.

### **5.2. CMPBs to be SPV**

City MICE Promotion Bureaus may be a Special Purpose Vehicle (SPV) preferably to be incorporated as a not-for-profit company under the Companies Act, 2013 by the State Governments under the Administrative Department in charge of Tourism.

### **5.3. Constitution of the Board and Chairperson of CMPB**

The State Governments may constitute the Board of CMPB with representation from the relevant government departments and organizations particularly from District Administration, Municipal Corporation, Tourism, Police etc.

Further the Chairperson of CMPB may be Administrative Secretary in charge of Tourism in case of capital cities while for other cities, the Chairperson may be the Municipal Commissioner or District Collector, as may be appointed by the State Government.

### **5.4. Chief Executive Officer of CMPB**

CMPB will have a full time Managing Director and Chief Executive Officer. The Chief Executive Officer will be the executive head of the Bureau and responsible for overall management of the team, recruitment of staff, review and manage day to day operations. He will network with government, industry, foreign boards, industry

associations. He will be delegated adequate financial and administrative powers to discharge his responsibilities. He will report progress to the Chairman and the Board.

#### **5.5. Industry Advisory Committee**

CMPB will have an Industry Advisory Committee headed by CEO with members from the MICE Industry such as MICE venues, Hotels, Airlines and conference organizers, prominent business leaders, and others. The Industry Advisory Committee will be responsible to advise the Bureau in regard to various strategies in promoting the city as a MICE destination.

#### **5.6. Funds for the SPV**

The Central Government and State Governments may provide the following sources of funds to the SPV:

- (i). Tied and untied grants from Central, State and City Governments
- (ii). Subscription and membership fees from Industry Stakeholders as may be decided from time to time
- (iii). Other resources, which may be raised by SPV

#### **6. Professional Staffing of CMPB**

The CMPBs will be managed by full time professionals. The staffing may vary from Bureau to Bureau and will be decided on the basis of city size, potential MICE business, funds available etc. Apart from the position of CEO (refer to 5.4 of the guidelines), each CMPB will have minimum three Managers and requisite support staff. The indicative roles of the three managers are given below:

##### **6.1. Manager – Marketing & Business Intelligence**

He will be responsible for marketing the City as a prime destination. He will prepare a marketing plan for the city. He will collate and generate information regarding venues, PCO's, major associations and other business intelligence.

He will track potential MICE Events for bidding, mapping strength and weakness of the competition, SWOT analysis of venues and due Diligence of PEO's and PCO's having strength in hosting a particular type of event.

##### **6.2. Manager – Bids**

He will be responsible for arranging bids in coordination with the Manager – marketing and business intelligence.

### **6.3. Manager – Destination**

He will be responsible for empanelment of PCOs, PEOs, DMCs, TOs and liaison with the Hosts/ Sponsors/ Educational Institutes etc. He will have a monthly target of generating Events business.

### **6.4. Other Supporting Staff**

There will be other supporting staff and staff for various HR and finance functions, which may be decided as per the need of the Bureau.

## **7. CMPB to implement the Subvention Schemes for MICE Events**

Apart from discharging various functions for promoting City as MICE destination, the CMPB will also be responsible for implementation of subvention schemes providing direct monetary subvention to event organizers or indirect subvention, which may include support in the form of venue discounts, funding for civic receptions, coverage of transportation costs and contributions to marketing or sponsorship.

CPMB will constantly engage with local Government, State Government and Central Government for subvention schemes for attracting MICE Events.