

**Government of India
Ministry of Tourism
(Niche Tourism Division)**

7th Floor, Chandralok Building
36, Janpath, New Delhi –110011

File No. NT-1101/1/2020-NT

Dated. 05.05.2020

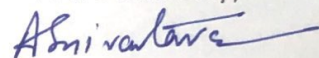
Sub : Guidelines for promotion of MICE Tourism under Champion Sector in Services Scheme (CSSS)

Sir / Madam,

In order to give a boost to the MICE tourism and attract more MICE events to the country, Ministry of Tourism has decided to extend the benefits to the MICE organisers India under Champion Sector in Services Scheme (CSSS).

2. In view of the above, scheme guidelines for Promotion of MICE Tourism / procedure for availing incentives of MICE Tourism under Champion Sector in Services Scheme (CSSS) along with application form for claiming the benefits (consisting of formats viz. Part-I Prior Approval Form, Part-II Claim Form & Part-III Declaration) are enclosed herewith for information and further dissemination amongst all members / stakeholders.
3. This issues with the approval of the Competent Authority.

Yours faithfully,



(Arun Srivastava)

Deputy Director General (NT)

Tel No.011-23724157

Email: j.jadhav@gov.in

niche-tour@gov.in

Encls: As above.

To,

1. Secretary (Tourism), All State Governments / UT Administrations
2. Vice President/Executive Director, India Convention Promotion Bureau (ICPB)
3. Chairman, Federation of Associations in Indian Tourism and Hospitality (FAITH)
4. President, Indian Association of Tour Operators (IATO)
5. President, Federation of Hotel & Restaurant Association of India (FHRAI)
6. President, Hotel Association of India (HAI)
7. President, Indian Heritage Hotels Association (IHHA)
8. President, Association of Domestic Tour Operators of India (ADTOI)
9. President, Travel Agents Association of India (TAAI)
10. President, Travel Agents Federation of India (TAFI)
11. President, Association of Domestic Tour Operators of India (ADTOI)
12. President, Adventure Tour Operators Association of India (ATOAI)

**Government of India
Ministry of Tourism
(Niche Tourism Division)**

7th Flr, Chander Lok Building,
36, Janpath,
New Delhi – 110 011

File No. NT-1101/1/2020-NT

Dt. 05.05.2020

**GUIDELINES FOR PROMOTION OF MICE TOURISM UNDER
CHAMPION SECTOR IN SERVICES SCHEME (CSSS)**

1. INTRODUCTION :

Meetings, Incentives, Conferences and Exhibitions (MICE) attract large groups of foreign tourists. MICE contributes to employment, increases people to people exchanges as well as image building of the destination. MICE sector benefits local entrepreneurs, creates jobs, gives boost to cultural tourism, facilitates people to people exchange and helps in image building of the destination. India has immense potential to emerge as a strong MICE destination with new infrastructure being developed in the country.

2. INCENTIVE OF THE MINISTRY OF TOURISM :

In order to give a boost to the MICE tourism and attract more MICE events to the country the Govt. of India has decided to extend the benefits to the MICE Organisers under **CHAMPION SECTOR IN SERVICES SCHEME (CSSS)**, administered by the Ministry of Tourism (MOT). For this purpose, a MICE fund has been set up under the CSSS.

3. BENEFITS OF THE INITIATIVE:

(i) Boost MICE tourism in the country by encouraging the MICE operators to bring more Conferences / Meetings / Seminars etc. to India

(ii) Increase foreign tourist arrivals, employment and foreign exchange earnings for the country.

4. INCENTIVE UNDER THE SCHEME :

The aim of the scheme is to promote MICE Tourism (Meetings, Incentives, Conferences and Exhibitions) in the country. The Conferences to have minimum of 500 participants and must comprise of at least 20% foreign participants to be eligible for the incentive. The Financial Incentive would be extended to International Conference/ Convention organizers in the form of reimbursing 50% of GST on hotel rooms for International / Foreign participants / NRIs on actual basis subject to GST being paid to be not more than 18%. The incentive of the GST incurred on hotel stay up to a maximum charge of Rs. 8,000/- per day per room would be made for 1 (one) night/ first night only.

Clarification:

Reimbursing 50% of GST incurred on hotel rooms on actual basis with Room Tariff not to exceed Rs. 8,000/ subject to GST being paid to be not more than 18% for conferences with over 500 Pax. However, The Participants / organisers are free to book the room within the range or higher. In the event, the GST rate is lowered by the Government on hotel rooms having room tariff within the range of Rs.8,000/-, then 50% of the GST shall be reimbursed as per the applicable slab (The upper ceiling of extending the incentive would remain to be 50% of the GST not to exceed 18% on Rs. 8,000/- per room).

5. APPROVING AUTHORITY :

Secretary (Tourism), Govt. of India

6. TIMELINES & BUDGET :

The Incentive would be made available for a period of 3 Years.

7. ELIGIBLE BENEFICIARIES:

Conferences to have minimum of 500 participants. The conference must comprise of minimum 20% foreign participants to be eligible for the incentives

- (i) International Conference organisers approaching the MOT/ ICPB
- (ii) International Conference Organisers approaching ICPB Members
- (iii) International Conference Organisers approaching IATO / Organisations / Associations recognised by the Ministry of Tourism.
- (iv) World / Regional Conferences

8. PRIOR APPROVAL OF MOT :

It would be mandatory for the event organisers to obtain a prior approval of the Ministry of Tourism for seeking the financial incentive under the scheme (Prescribed Format is enclosed at Annexure -I). It would be mandatory for all the applications to have a letter of No Objection Certificate (NOC) / Letter of Support of the ICPB/IATO/Organisations/Associations recognised by the Ministry of Tourism.

8.1

It is seen that the Organisers of International Conferences being held in India regularly engaged the services of their Indian counterparts or a Professional Conference Organiser (PCO)/Event Management Company for all the logistic arrangements towards the conference. Hence, the application for seeking pre approval must be jointly signed by both the International conference organiser and the Indian Associate/Event Management Company

8.2

All pre-approvals have to be sought minimum 60 days before commencement of the event.

9. MODE OF PAYMENT / CURRENCY :

The incentive would be released in India in Indian Rupees (INR) only and no international money transfers would be made. The No Objection Certificate (NOC) / Letter of Support must bear the names of both the International Conference Organiser and the Indian Associate/ Event Management Company as the Financial Incentive would be released to the Indian Associate / Event Management Company only.

9.1 It would be mandatory for the conference organiser to submit the details of the number of international delegates / speakers who would be utilising the hotel stay. This would include a list of the participants with copy of their Passport and Visa, along with receipt of hotel stay.

9.2 The conference organiser would require to submit a Certificate of the Hotel regarding number of guests with names, number of bed nights availed, rate and the amount of GST paid.

10. PROCESS OF APPLICATION:

- (i) Seek prior approval of the MOT in the prescribed format (Annexure -I).
- (ii) Submit copies of the Approvals of MHA / MEA / No Objection & Letter of Support of ICPB for prior approval.
- (iii) Details of financial assistance availed during the last three years from the Government, including

Ministry of Commerce/ FIEO and Ministry of Tourism.

(iv) A comprehensive Report of the International Event and the achievements must be submitted along with the Claim. (Annexure –II & III).

(v) All claims to be submitted together by the organiser within 60 days after completion of the event as per prescribed document list. Incomplete claims would not be accepted.

(vi) All claims to be settled in a period of 90 days after receipt in the MOT

11. DELIVERABLES: It would be mandatory to provide the following deliverables:

(i) All publicity material and advertisements should carry the caption " Supported by Ministry of Tourism, Government of India".

(ii) All publicity material and advertisements should carry the Incredible India Logo

(iii) The Incredible India Logo to appear on Backdrops, Banners , Collaterals, Conference kits and branding material / items.

11.1 Only after the grant of Pre-approval of the MOT, the organisers would be permitted the use of the Incredible India logo.

12. PUBLICITY/ MARKETING :

The MICE Incentive would be publicised on the MOTs Official Website, ICPB Website, Social media, Travel Trade Publications, Promotion at International Tourism / MICE Trade Fairs and through the industry associations.

12.1 Ministry of Tourism has made India Convention Promotion Bureau (ICPB) as the nodal agency for steering and promoting the scheme who in turn would motivate Indian Travel Planners / Societies / Associations towards publicising the scheme.

13. FORMATS :

(i) Format for Prior Approval to be submitted before the event (Annexure -I).

(ii) Format for Claim of Financial Incentive to be submitted after the event (Annexure -II).

(iii) Declaration (Annexure -III).

13.1 Decision of the Ministry would be final and binding on all applicants

13.2 In the event of any dispute, the same would be settled at New Delhi, India

14. DISCLAIMER:

The Ministry of Tourism, Government of India reserves the right to issue clarifications, modify or amend the guidelines from time to time, without assigning any reasons, thereof.

**Application form for claiming the benefits of MICE Tourism under
Champion Sector in Services Scheme (CSSS)**

Annexure -I

PRIOR APPROVAL FORM

PART I - COMPANY INFORMATION

Category

- | | |
|--|--|
| | (i) International Conference organisers approaching the MOT/ ICPB |
| | (ii) International Conference Organisers approaching ICPB Members |
| | (iii) International Conference Organisers approaching IATO / Organisations / Associations recognised by the Ministry of Tourism. |
| | (iv) World / Regional Conferences |

(a) Company Name :

(b) Indian Associate / Event Management Company

(c) Company Address :
(Registered)

(d) Company Address:
(Correspondence)

(e) Corporate Identification No. (CIN)

(f) Goods & Services Tax Identification No.

(g) ICPB Membership No.

(h) Member Since

(i) Membership Valid up to

(j) Letter of No Objection Certificate (NOC) / Letter of Support of the ICPB/IATO/Organisations/Associations recognised by the Ministry of Tourism.

(k) Details of financial assistance availed during the last three years from the Government, including Ministry of Commerce/ FIEO and Ministry of Tourism.

(l) Brief Description of the Conference / Convention / Congress

(m) Estimated number of total registered delegates/speakers :

--

(n) Estimated number of foreign delegates/speakers :

--

(o) Estimated financial incentive (in Rs) to be claimed from the Ministry of Tourism:

--

CLAIM FORM**1. Details of Event(s)**

(a) Name of Event:

(b) Venue of Event:

(c) Start Date of Event:

 / /
DD / MM / YYYY

End Date of Event:

 / /
DD / MM / YYYY

(d) Organiser of Event:

2. Brief Description of the Conference / Convention / Congress/Meeting**3. Summary**

(Please provide further breakdown of costs on separate sheet when necessary)

Room Nights Claimed under this scheme - 1 (one) night / first night only – in this date to be specified.

Cost items	Remarks
Delegates Registered (Total)	
Delegates / Speakers (Foreign)	
Eligible Room Nights	
Room Tariff (excluding GST)	₹
GST Paid (Eligible Room Night Only)	₹
Claimed	₹

4. Any Other Information Relevant to the Application for the Project

PART III – DECLARATION

1) Is the company enjoying other incentives / concessions for the same project?

(Example: Ministry of Commerce, FIEO and Ministry of Tourism)

If yes, please indicate the name of the incentive / concession and the agency administering the scheme. If no, please indicate 'No'

--

2) Does the company intend to apply for other incentives / concessions for the same project?

(Example: Ministry of Commerce, FIEO and Ministry of Tourism)

If yes, please indicate the name of the incentive / concession and the agency administering the scheme. If no, please indicate 'No'.

--

On behalf of myself and the Company:

- a. I declare that I am duly authorized by the Company to make this application on behalf of the Company.
- b. I declare that the information furnished are true and accurate to the best of my knowledge and i have not suppressed any material facts.
- c. I understand that the Ministry reserves the right to withdraw its financial incentive under this scheme if there is any misrepresentation or false declaration in this application.

	Applicant	Indian Associate / Event Management Company
Name:		
Designation:		
Telephone:		
Fax:		
Email:		
Signature:		
Date:		
Company Stamp:		

***Note: Applicant's signature and company stamp must be original**