

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**Guidelines for  
Marketing Development Assistance (MDA) Scheme**

In respect of Active Members

of

India Convention Promotion Bureau

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**Guidelines for Market Development Assistance  
(MDA) Scheme-Active Members of ICPB**

1. The MICE segment has emerged as a substantially high component of growth in inbound tourism. Most countries constantly endeavor to attract MICE clientele through bids for various International Conventions/Conferences/Seminars and the like.
2. The international organizations/societies keep on organizing their regular conferences and conventions in different destinations in the world. The Indian societies/members are only entitled to bid for bringing the international conferences of these large international associations to India. For this purpose, the Indian societies have to prepare the bid documents as per the manuals of international societies, make audio/visual and power point presentation, travel to different countries for the purpose of making the bid, host receptions, produce and distribute attractive brochures, give souvenirs, leaflets to the members of international associations etc. Assistance to such activities can be provided by 'Active Members' of the ICPB.
3. In order to give a boost to the MICE tourism, the Govt. of India has decided to extend the benefits under Market Development Assistance(MDA) Scheme, administered by the Ministry of Tourism, to 'Active Members' of India Convention Promotion Bureau towards bidding for international Conferences/Conventions, thereby bringing more MICE business to the

country. Under the scheme, associations/societies would be given financial support on winning the bid or for obtaining second and third positions in the bidding process, subject to the following terms and conditions.

**Terms and Conditions**

- 4 Ministry of Tourism has made India Convention Promotion Bureau as the nodal agency for steering the entire scheme of extending MDA to its 'Active Members' who in turn would motivate Indian Travel Planners / Societies / Associations towards bidding for International Conventions / Conferences to the Country
- 5 The Planners / Societies would approach ICPB 'Active Members' for helping them in preparing a professional bid document and for making presentation etc. for winning the bid or for any other assistance / professional support. Ministry of Tourism (MOT) assistance under the scheme will be based on this.
- 6 The financial support would be provided to 'Active Members' of ICPB who in turn would release the same to Indian Association / Societies after bidding for International Conventions / Conferences, provided they win the bid or stand at second or third positions among the bidders. The assistance under the scheme would be as follows: -

**Category I (500 pax and above):**

- I. Rs. 4.50 lakhs for winner of the bid for a Conference / Convention in India of 500 pax and above.
- II. Rs. 1.50 lakh for the bidder who comes at second or third position among the bidders for Conference / Convention of 500 pax and above.

**Category II (200 - 500 pax):**

- I. Rs. 2.50 lakhs for winner of the bid for holding the Conference / Convention in India of 200 to 500 pax.
- II. Rs. 1.00 lakh for the bidder who comes at second or third position for conference/convention of 200 - 500 pax.

During the off seasons i.e. between April 15 and Sept 15, an additional reward / assistance of Rs. 1 Lakh would be given to the winner of the bid for holding the Conference / Convention, after the 'Active Members' of ICPB have given all supporting documents to prove that the Conference / Convention had actually taken place between April 15 to Sept 15. the 'Active Members' of ICPB would release this amount to the concerned Indian Society/Association. ICPB will also certify and furnish supporting documents to prove that the bidder has won/stood at 2nd or 3rd positions among all the competitors/bidders.

7. The assistance to an Association/Society for bidding for an international Conference/Convention would be limited to once in a financial year. The credibility of the Association and the relevance of the Convention would be taken into consideration.
8. The ICPB Active members shall not be under investigation or charged / prosecuted / debarred / black listed by Ministry of Tourism, Govt. of India or any other Government Agency. In this regard he should furnish a declaration to this effect.
9. The applicant would furnish a declaration in the prescribed format as under: "I hereby declare that I have not claimed / received any financial assistance for this bidding activity from any other Government / Government Agency."
10. In case of several applications, priority would be given to those ICPB Active Members who have not availed financial assistance in the past under MDA Scheme.

### **Procedure for submission of Application**

11. The eligible 'Active Members' of ICPB shall obtain prior approval of the Ministry of Tourism, Government of India, before undertaking the tourism promotional activity. The application shall be submitted directly to the Assistant Director General (A&RT) Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi in the prescribed format (Annexure - I) at least 45 days in advance along with the following documents :
  - a) Proof of approval as 'Active Member' of ICPB to be enclosed. A letter issued by ICPB certifying the antecedents/credentials of the applicant and supporting the application to be attached.
  - b) Details of financial assistance availed during the last three years from the Government, including Ministry of Commerce / FIEO and Ministry of Tourism.
12. After undertaking the tour abroad for which prior approval was accorded by the MOT, the ICPB 'Active Members' would submit the application for MDA claim, in the prescribed format (Annexure II) to the Ministry of Tourism, Government of India, immediately on return to India, but positively within one month of his / her return to India, along with the following documents :
  - a) Legible photocopy of passport highlighting the entries about departure from India and arrival in India and also the countries visited in respect of person(s) of the respective Association / Society etc. as the case may be. In case passport does not have arrival / departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding pass, lodging pass, etc. may be submitted.
  - b) Original air ticket / jacket used during the journey along with three self-certified photocopies. The following details should be given separately in a statement:

- i. Name of the Travelers
  - ii. Ticket Nos.
  - iii. Flight No.
  - iv. Date of Departure from and return to India
  - v. Sectors / countries visited
  - vi. Class in which traveled
  - vii. Economy excursion class fare for sectors / countries visited.
- c) Brief Report about the tour and achievements regarding the presentation made. Documentary proof of winning the bid or standing second or third in the bidding process.

**Miscellaneous**

13. Claim form received after one month of return to India or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information given, would not be entertained and would be rejected.
14. 'Active Member' is one who is recognized in the active category as per the rules of ICPB.
15. Decision of the Ministry would be final and binding on all applicants.

**ANNEXURE -I**

**Application form for obtaining Prior Approval  
under MDA Scheme towards Bidding  
Support by 'Active Members' of ICPB.**

1. Name of the ICPB 'Active Member' with full address	
2. Name and designation of the person submitting the application	
3. Certificate regarding approval of active membership of ICPB	(Valid up to :)
4. Purpose of visit indicating the details of conference / convention for which bidding is proposed.	
5. Name of country for presentation of Bid with dates / duration of visit abroad	
6. Name of the person presenting the Bid with complete address of Association / Society	
7. Date of departure from India	
8. Date of arrival to India	
9. Details of the financial assistance availed earlier under the MDA Scheme : a. Dates b. MDA amount received	

**Place:**

**Signature &**

**Date:**

**Designation with stamp**

ANNEXURE -II

**Claim form for Marketing Development Assistance under MDA Scheme for Bidding Support for International Conventions in respect of Active Members of ICPB.**

1. Name of the Organization with full address Tel. / Fax / E-mail / Website	
2. Name and designation of the person submitting the Claim	
3. Certificate regarding approval of ICPB Active Membership (Valid upto)	
4. Name of the Country (ies) visited for and the dates / duration of stay abroad.	
5. Actual date of departure from India. (Please attach a certified photocopy of passport highlighting date of departure).	
6. Actual date of arrival to India (Please attach certified photocopy of passport highlighting date of arrival).	
7. Positions obtained in the bidding process / indicate whether the bid was won / stood second / third	
8. Details of the financial Assistance availed earlier under the MDA Scheme: a. Name of Association / Organization b. Dates c. MDA amount received	
9. Details regarding Bid Presentation : ! Name of the Associations / Organization with contact details ! Name of the Convention / Conference with subject etc. ! Names of other countries invited to submit the bid for the same conference. ! Past History of the Convention with details. ! Website of International Association / URL for last conference. ! Names of countries / regions from where the delegates are expected. ! Proposed Venue in India. ! Copy of the Bid document. ! Date when the Bid is to be presented with details of the country etc. and dates of presentation.	



<p>! Bid request guidelines from the International body</p> <p>! If this is not the first attempt for India to bid, give past submission details with reasons for rejection.</p> <p>! Names of other countries invited to submit the bid for the same conference</p> <p>! A brief on why the International body should consider India as the next host with thoughts on shortfalls.</p>	
<p>10. Actual expenditure incurred on:</p> <p>a) Preparing bid documents</p> <p>b) Making audio visual/power point presentations</p> <p>c) Hosting receptions</p> <p>d) Lobbying/production of publicity material</p> <p>e) Gifting souvenirs</p> <p>f) Return airfare by economy excursion class. (Please attach original air ticket / jacket used during the journey along with three self certified Photostat copies.</p>	
<p>11. Total amount being claimed</p>	

**Declaration**

I,..... solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement. The amount claimed on receipt would be reimbursed to the Association concerned through account payee cheque and the complete documentary proof would be sent to MOT in this regard.

**Signature** \_\_\_\_\_

**Place:**

**Name** \_\_\_\_\_

**Date:**

**Designation** \_\_\_\_\_



"India Convention Promotion Bureau", is an apex body sponsored by the Ministry of Tourism, Government of India for the promotion of India as a competent and credible convention destination. The members of the Bureau with their expertise extend necessary assistance towards the handling of Conferences in India involving trade associations and Industry counterparts.

**INDIA CONVENTION PROMOTION BUREAU**

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