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## TOURISM & CULTURE (TOURISM) DEPARTMENT

### NOTIFICATION

The 31st May, 2014

No.4810-T.TSP.II(F)85/2014/TSM.— Guidelines for Approval /Sanction of proposals under Advertising, Sales & Publicity (ASP) was under active consideration of Government some time past. After careful consideration, the Government have been pleased to prescribe the following Guidelines for sanction of proposals under ASP as detailed below.

### **GUIDELINES FOR APPROVAL / SANCTION OF PROPOSALS UNDER ADVERTISING, SALES & PUBLICITY (ASP)**

Provision under Budgetary Head “Advertisement, Sales & Publicity” is meant for Publicity and Marketing of Odisha Tourism products both in International, National and Domestic level to attract more tourists to the State.

Provision under ASP covers organization of International Level Events / Roadshows, National / State Level Events/ Roadshows, Organization and participation in different National / State/ District level fairs and festivals, Extension of Financial Assistance to different cultural organizations, Hospitality to Tour Operators, Travel Agents, Travel Writers, Photographers, Journalists, TV Teams. Etc. Advertisements in different Print and Electronics Media (Overseas/ National/ Domestic) Advt. through Outdoor branding (Hoardings, Signage, Pop-ups), Design and development of Souvenir, Coffee Table books, Tourism Publicity, printing & procurement of tourism literatures, Tourism Maps, CD & DVD etc are also met from the ASP head.

In order to simplify approval / sanction of proposals the below mentioned guidelines will be followed.

**Guidelines for Financial Assistance to different Organizations :**

- The organization proposing to organize the tourism / cultural events shall submit the detailed proposal along with the blueprint of the project.
- All such proposals shall be submitted to the Deptt. of Tourism at least one month before the organization of the event.
- All proposals seeking financial assistance shall preferably be recommended by the concerned District Collector (District Tourist Officer will co-ordinate) except for events being organized at Bhubaneswar.
- The proposal must be accompanied with photographs, artiste list, souvenir etc since last 3 years.
- The organization must be a Registered Body or a Trust registered under relevant Acts.
- The organization should submit Audit Report for last 3 years (audited by reputed Chartered Accountancy Firm).
- The organization must attach a copy of PAN card (issued in name of the organization) along with the application.
- The organization applying for such assistance should have proper bank account in any Nationalized/Scheduled bank.
- The Department shall have the authority to consider such proposal depending upon the availability of budget provision.
- In no circumstances any advance payment by the Deptt. shall be considered.
- If the organization fails to promote tourism & culture of Odisha, the financial assistance may not be considered for payment. The report of concerned Dist. Tourist Officer or the Collector or his authorised officer will be taken into account while considering sanction of the assistance to the Organization.
- The organization should portray the true and authentic culture of Odisha and shall take due care not to include any items which are detrimental to the culture and heritage of Odisha.
- All organizations shall produce ink signed bills in triplicate along with Beneficiary/Bank information for drawal of their claim within one month after completion of the event.

- One organization will get financial assistance only for one event once in a year.
- Director, Tourism shall approve / sanction the proposals already approved by Government/Secretary during previous years within Rs.1.00 lakh.
- Secretary, Tourism shall approve / sanction the proposals already approved by Government/ Secretary during the previous years within Rs.3.00 lakhs.
- Proposals beyond Rs.3.00 lakhs shall be processed to Government for approval.
- Proposals with Govt. approval shall be sanctioned for drawal after receipt of bills by Secretary, Tourism/Director, Tourism as per the power delegated under Delegation of Financial Power Rules, 1978 as amended from time to time.
- In case of fresh proposals, Government approval shall be obtained, if it exceeds 1.00 lakh, (Secretary, Tourism may approve proposals not sanctioned in previous years within 1.00 lakh).
- Any bills received beyond the prescribed time shall be liable for deduction of 5% from their approved financial amount. If the bill is not submitted within 2 months of conclusion of an event, no payment shall be made ever for the sanctioned amount.
- The list of organizations getting financial assistance from the DOT shall be displayed in public domain of the official website of the Department.

**Guidelines for International Events & Roadshows:**

- Participation in International Events (Travel & Tourism Fairs, Exhibitions etc) and International Roadshows is one of the major activities of Tourism Department for promotion and publicity of tourism. Keeping in view the organisation schedule of all the International Tourism Trade Fairs and Exhibitions, Odisha Tourism shall finalise its participation latest by May of each year.
- The DOT may convene a meeting with the stakeholders regarding their participation and accordingly block/book the space required for each event.
- On confirmation of participation by the stakeholders, Odisha Tourism shall confirm booking with the organizers and would provide requisite space and other logistics to the stakeholders.
- After the list is finalised, approval will be obtained from Hon'ble Chief Minister in case of International Events (Travel Fairs & Exhibitions) and Roadshows.

- One agency shall be selected through a transparent bidding / tendering process for design and construction of Odisha Tourism stand for which the detail scope of work and eligibility criteria etc. shall be incorporated in the EOI.
- Tourism Stakeholders of the State (HRAO/TAAO/OTOA/THRAO/HAP etc.) participating in International Events shall deposit Rs. 25,000/- towards participation fees with Director, Tourism.
- During participation in all such overseas events, Odisha Tourism may also organize a couple of Roadshows in some of the selected Cities overseas.
- Odisha Tourism may advertise through print & outdoor media in association with India Tourism Offices of Ministry of Tourism.
- The assistance of the India Tourism Offices shall be taken for organization of Roadshows as they have a very strong database of outbound tour operators and are conversant about the market.
- The venue for such overseas roadshows shall be finalized in consultation with the respective Embassy of India/Missions and India Tourism offices. Due care shall be taken to minimize the cost.
- Separate brochures targeting the International Tourists shall be prepared for distribution in all overseas event and roadshows.
- Theme based Souvenirs /Collaterals etc. shall be prepared for branding Odisha and distributing to the potential visitors and promoters.
- The list of participation of such International Events and Roadshows approved by the Govt. shall be uploaded in the Website: [www.odishatourism.gov.in](http://www.odishatourism.gov.in) for information of all concerned.

**Guidelines for National / State Level Events & Roadshows:**

- Participation in National Events (Travel & Tourism Fairs, Exhibitions etc) and Roadshows is one of the major activities of Tourism Department for promotion and publicity of tourism. Keeping in view the organisation schedule of all the National Tourism Trade Fairs and Exhibitions, Odisha Tourism shall finalise its participation latest by May of each year.
- The DOT may convene a meeting with the stakeholders regarding their participation and accordingly block/book the space required for each event.
- On confirmation of participation by the stakeholders, Odisha Tourism shall confirm booking with the organizers and would provide requisite space and other logistics to the stakeholders.

- After the list is finalised, Govt. approval (of Hon'ble Minister, Tourism) shall be obtained in case of National Events & Roadshows.
- One agency shall be selected through a transparent bidding / tendering process for design and construction of Odisha Tourism stand for which the detail scope of work & eligibility criteria etc. shall be incorporated in the EOI.
- Tourism Stakeholders of the State (HRAO / TAAO / OTOA / THRAO / HAP etc.) participating in the National events shall deposit Rs. 5,000/-towards participation fees with Director, Tourism.
- The assistance of the India Tourism Offices within the country may be taken for organization of road shows as they have a very strong database.
- Theme based Souvenirs /Collaterals, etc. shall be prepared for branding Odisha and distributing to the visitors & promoters.
- Regarding participation in different events within the State, the Tourist Officers of the concerned districts shall submit proposals to the DOT for approval.
- The list of participation of such National Events and Roadshows approved by the Govt. shall be uploaded in the Website: [www.odishatourism.gov.in](http://www.odishatourism.gov.in) for information of all concerned.

**Guidelines for Hospitality Programme :**

The Hospitality Programme is one of the important elements of tourism promotion and marketing. Under this programme, the Department of Tourism invites Tour Operators, Travel Agents, Travel Writers, Journalists, Photographers, TV teams, Opinion Makers, etc. to Odisha on an educational and familiarization trip. They get first hand information and knowledge about the tourism products of the State and in return give publicity through their respective media. The emphasis is:—

- To project Odisha as an attractive multi-dimensional tourist destination.
- To motivate and influence the Travel Agents / Tour Operators to promote Odisha and design & develop tour packages on Odisha in their brochures and marketing programmes.
- To facilitate media representatives, both print, and electronic, for positive reporting on Odisha highlighting the varied tourist attractions, facilities, cuisine, culture and diversity.
- To educate media representatives and other visitors about the ground realities, dispel any negative perceptions and any misinformation about Odisha so that the tourists get a positive and correct image of Odisha, through articles/stories in local newspapers and magazines and photographic exhibitions as well as on television.

- To familiarize the travel agents/tour operators about new tourism products, latest developments in the tourism field.
- To showcase the destinations of Odisha to Opinion makers, Dignitaries etc about the beauty of the place with Govt. approval, such programs/ travel marts will be organized from time to time.

**Guidelines for Sponsoring of Travel Agents / Tour Operators :**

Travel Agents/Tours Operators may be sponsored under the hospitality programme with a view to promote group movements by agencies to Odisha who have substantial reach in the tourist market, and promote FITs through the help of travel agencies located in major tourist generating markets. All such sponsorship by DOT will be undertaken with prior Govt. approval.

- i) The Agency applying for such Hospitality Programme must be approved by the DOT / MOT.
- ii) The selected agents shall submit itinerary suitable for the group or individual and follow up action will be taken by them;
- iii) The field offices (outside the state) must ensure that the names of the selected agents are communicated to headquarters at least 4 weeks before their departure;
- iv) The agents should be briefed with regard to the hotels where they are likely to be put up and other logistics to be extended before their departure.

**Guidelines for Sponsoring to Media Representatives / Photographers etc. :**

- The offices / agency should analyze the potential of the guests and verify their credentials before making the proposal in the prescribed format.
- The selected media representative should either be the staff of the newspaper/magazine or is working on freelance basis but his/her articles appear regularly in the press would be offered hospitality as per the approved itinerary.
- All Agencies / offices must send complete detail of the publications (magazines/newspapers) in which the articles are supposed to appear. The information should include profile of the magazine/newspaper.
- The follow up action would be taken by the Agency/ offices and all articles/stories appearing in the press written by the sponsored guests would be reported to headquarters indicating the detailed publicity value which accrued on account of their articles.

- The Hospitality Programme can be undertaken with full hospitality by the DOT or partial hospitality involving the Agency and MOT where the cost is shared.
- The airline tickets for the guests would normally be given in Economy Class & All clearances/ formalities shall be completed by the Agency mooted the proposal.
- The Department shall identify the circuit / destinations that is to be promoted by the Media / Photographer, etc.
- Repeat visits of the hospitality guests should normally not be recommended. Even if the same person is considered again, it should only be after a gap of 3 years. In exceptional cases, a detailed justification should be clearly given for consideration by competent authority (Secretary/Hon'ble Minister).
- The media persons who are invited shall make it possible to meet/interview at least one senior officer in the Department of Tourism or the Hon'ble Minister, Tourism.

**Opinion Makers / Dignitaries, etc. :**

Hospitality Scheme can also be extended to *Opinion Makers, Dignitaries* of National/ International repute in Tourism Sector, and important Speakers for major Travel related events in India and abroad. Detailed proposals should be forwarded well in advance to the DOT for approval. If the cost involved is within 1.00 lakh, then it could be approved by Secretary, Tourism and if it exceeds 1.00lakh, then it should be approved by Hon'ble Minister, Tourism.

**Publicity Returns :**

The media representatives on their return write articles, which are published in newspapers/magazines and show documentaries on T.V. A lot of publicity is generated by these articles and airing of the documentaries. It is very necessary that follow up is done by the Agency / DOT and regular feed back of the publicity received by Headquarters as a result of the visit of a Department guest. In case of TV films, the Department should immediately be informed about its screening. In all such cases, Department should get a copy of the film and has the right to use as and when required. If required, the Department will certify that these are not going to be aired on TV or used for commercial purposes. The publicity returns of these proposals would be mandatory.

In case of travel agents/tour operators/incentive agents, the returns cannot be measured in monetary terms. However, the familiarization trips help sell Odisha packages better and these operators/agents launch new tours and packages to Odisha as well as give due publicity to our tourism products through printing of brochure, etc.

**Print / Electronic Media:**

- In order to finalize Annual Print / Electronic Media Plan, Expression of Interest will be invited from reputed media Houses to publish Odisha Tourism Ad. in their magazines/journals / TV Channels / AIR / FM Channels, etc.
- EoI will include Name of the Publication, Name of the magazine, Place of publication, frequency, No. of circulation, No. of readership, Distribution area, Card rate per issue, Discounted rate and Value Addition to be given.
- After compilation of the proposals, Print Media Plan will be decided through a High Level Committee under the Chairmanship of the Secretary, Tourism who will nominate other members of the Committee.
- Finally the print / electronic media plan will be placed before the Government/ for approval.
- The DOT will sponsor publication of Coffee table books (fine print editions) on different facets of Odisha culture, i.e. on Lord Jagannath, Odishi dance and the like as well as on other tourism products of the State to create awareness and publicize them. Cost of the editions with specific numbers including the discount, etc. will be finalized in a Committee consisting of Director, Tourism, DD/AD in-charge of ASP and other technical personnels from Odisha Govt. Press or any other officer of similar Institutions. The publisher of the Coffee table books should also sell the editions in open market (at least 50% of total printed numbers) and should not print the books for exclusive supply to DOT. Final approval on contents of the publication and on the distribution/sale of such books by DOT will be taken at Govt. level on a case to case basis.
- Advertisement in News Papers before any event/festival will be released as per Information & Public Relation and DAVP rates. Advertisement should be made in such newspapers keeping in view the intended tourist inflows to the events.
- Advertisement in Journals or magazines with less than 1,000 copies in circulation or without having scope to promote tourism products of Odisha will not be considered. A committee under the chairmanship of Director and two other members (as would be decided by the Secretary) will recommend proposals on a case to case basis.

By Order of the Governor

A. K. PADHEE

Commissioner-*cum*-Secretary to Government