To,
The Managing Director
Maharashtra Tourism Development Corporation
4th Floor, Apeejay House, Dinshaw Vatcha Road No. 3, Churchgate, Mumbai - 400020,
Sub: Procedures for Participating in various Events and Festivals and Programmes for Promotion of Tourism in the State

Dear Shri Kale,

With the consent of the Hon. Minister, Tourism, I wish to bring certain amount of clarity regarding the events in which the Department of Tourism (DoT) and MTDC has to participate and hitherto the procedures to be followed in this regards are as follows:

1. For all the Print Media, Electronic Media, Social Media, Advertisement, Information Dissemination, and Publicity, as per the decided Government Policy, we have to place our request at the DGIPR level who will give us the appropriate Media plan to be executed also by them.

For all the District level Festivals, the proposals received from Collectors may be considered for upto Rs. 5 Lakh per year. In fact, such festivals may be promoted to be conducted in every district based on the Tourism Strength and Geographical Situation of that district.

2. There are various exhibitions which should be organized under the brand name of Government of Maharashtra (DoT) and MTDC. For e.g. The Ajanta Ellora Festival, Elephanta Festival, Mumbai Festival and so on. have to be solely organized by the DoT and MTDC and the due procedures of Law in terms of Tendering, Financial Laws and Due Diligence etc. must be followed before the commencement of the programme. A detailed DPR must be prepared at least three months before the programme and all the procedures must be followed for successful implementation of these festivals. The costing for the entire project must be approved at the time of approval of the DPR by the Hon. Minister.

3. DoT and MTDC should also participate in the festivals organized by other states like the currently in execution Surajkund, Tihari, Uttarakhand, Gujarat, Kerala and so on..where Maharashtra may be invited as one of the participants. For these festivals also, the DoT and MTDC shall follow the financial rules of tendering and executing the entire work of participation in these exhibitions.

4. In the next category, there are certain festivals and events which have traditional basis like Sarangkheda Chetak Festival, Malegaon Yatra in Nanded District and various other festivals. For participation in these larger festivals, again, a DPR must be prepared and MTDC shall participate using the regular tender route only.

5. For another set of exhibitions which are held by registered NGOs or individuals entities, they may apply for sponsorship as per the GR dated 7th January 2019. For sponsorship in festivals such as Orange Festival etc. may be considered at both national and state
level as per the guidelines laid down in the GR dated 7th January 2019, however, these applications must be received in MTDC at least 3 months in advance and subcommittee must define a set of tangible deliverables before recommending any sponsorship.

6. In the next category of festivals, there are exhibitions held across the country by Private Organizers, solely for the purpose of promotion and facilitation of Tourism related activities. A yearly calendar must be drawn by MTDC where by fair representation by DoT and MTDC shall be seen in all these exhibitions like OTN, Sathe etc. The methodology of participation in these exhibitions would be that MTDC shall negotiate a Place/ Stall admetering definite dimensions at these exhibitions at a negotiated rate. After procuring the space, MTDC may want to reserve some part of the space for exhibition of its own properties and resorts.

The rest of the space shall be distributed amongst the reputed travel agencies, resort owners, promoters of Tourism and individual companies and people who wish to exhibit their properties for promotion of tourism in the State. The cost of the space allocated to be retrieved by MTDC and to be deposited in its own funds, not less than 80% of the cost of the space reserved from the individual owners. In no situation will the initial cost of reservation exceed Rs. 20 Lakh for MTDC and at least 80% of this amount to be recovered from the individual owners who shall demonstrate their products in the Tourism Sector.

For the purpose of invitation to participate, a Districtwise List may be prepared by the Regional Officers of the imp tourist destinations and resort companies, travel agencies and service providers in tourism sector which can be invited to participate in these events.

7. In the last category shall fall International Exhibitions in which DoT through MTDC may like to participate. For these exhibitions, suitable agencies may be enlisted or MTDC may want to execute the entire work for showcasing the potential of tourism in the State or also invite other agencies who wish to participate on a cost sharing basis.

In order to execute this entire tourism media plan, a yearly calendar must be prepared by MTDC and approved by DoT headed by Hon. Minister at the earliest.

With Regards,

Yours Sincerely

(Vinita Vaid Singal)

Secretary