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ଓଡ଼ିଶା ପର୍ଯ୍ୟଟନ

ପର୍ଯ୍ୟଟନ ଭବନ, ଲୁଇସ ରୋଡ୍,
ଭୁବନେଶ୍ୱର-୭୫୧୦୧୪

ଓଡ଼ିଶା ସରକାର
ପର୍ଯ୍ୟଟନ ବିଭାଗ

Government of Odisha
Tourism Department

No 5764 /TSM
TCT-TSP-MISC-0032-2023

Bhubaneswar,

Dated 09-06-23

NOTIFICATION

After careful consideration, the Government have been pleased to revise the Guidelines for approval/ sanction of proposals under Advertising, Sales & Publicity (ASP) as detailed below:

Guidelines for Approval /Sanction of proposals under Advertising, Sales & Publicity (ASP)

1. Guidelines for Financial Assistance to different Organizations towards organization of cultural programmes

1.1.No financial sponsorship for any cultural event/ festival/ programme organized by any private/ non-government organization will ordinarily be given by the Department of Tourism, since this domain has been transferred to the Department of Odia Language Literature & Culture (OLLC).

1.2.Sponsorship towards any cultural event organized directly by Odisha Tourism Development Corporation (OTDC) or by any Department of the Government of Odisha or District Administration will be considered on case-to-case basis. Criteria for consideration in such cases will be relevance of the event towards promotion of tourism in the stated, planned media coverage of the event, etc.

1.3.A Sub-Committee headed by Director Tourism with the following members will be formed for taking decision on granting approval of sponsorships towards organization of any such cultural events as mentioned in clause 1.2:

1.3.1. Sub-Committee for examining and recommending sponsorship for promotion of Odisha Tourism –

Director Tourism – Chairman

Joint Director – Member

Assistant Director looking after the section – Member convener

1.3.2. The Sub-Committee will place the recommendations before Secretary to the Govt., Department of Tourism for necessary approval.

1.3.3. Sanctioning of the sponsorship proposals will be made in accordance with the delegation of financial powers.

1.4. Proposal for sponsorship of such events should be submitted to Department of Tourism along with an application in the format as prescribed in **Annexure "A"** by the Department of Tourism

2. Guidelines for National and International Events & Roadshows:

2.1. Department of Tourism may participate in various National and International Events (Travel & Tourism Fairs, Exhibitions, etc.), organized by established and reputed organizers in the sector, since these are the major activities of Tourism Department for promotion and publicity of tourism.

2.2. Department of Tourism may sponsor tourism trade related events organized by stakeholder agencies, on case-to-case basis, considering relevance and potential of tourism promotion in such events and deliverables.

2.3. Department of Tourism may enter in an MoU with a suitable industry partner such as FICCI, etc., to facilitate participation in various national and international events and organize national and international road shows.

2.4. Department of Tourism will encourage stakeholders to participate in such national and international events and roadshows.

2.5. Design and construction of Odisha Tourism stand/ stall for participation in such roadshows/ events may be undertaken by the Industry Partner with which Odisha Tourism enters in an MoU (such as FICCI, etc.), or by OTDC as may be decided by the Department.

2.6. Tourism Stakeholders of the State (HRAO/ TAAO/ OTOA/ THRAO/ HAP/ EKTTA/ HRAWO etc.) participating shall deposit INR 25,000/- for international events, and INR 5,000/- for domestic events, towards participation fees in favor of Director, Tourism.

2.7. During participation in all such overseas events, the Department of Tourism may also organize a couple of Roadshows in some of the selected Cities overseas.



- 2.8. Department of Tourism will organize road shows in focus cities of the country in such manner that will promote in-bound tourism in the state by way of engaging tour operators across the country.
- 2.9. Theme based Souvenirs /Collaterals etc. may be prepared for branding Odisha and distributing to the potential visitors and promoters.
- 2.10. The assistance of the India Tourism Offices and Indian Embassy may be taken for organization of domestic and international Roadshows as they have a very strong database of outbound tour operators and are conversant about the market.
- 2.11. The venue for such roadshows may be finalized in consultation with the respective Embassy of India/Missions and India Tourism offices.
- 2.12. The list of participation of such International Events and Roadshows approved by the Govt. shall be uploaded in the Website: www.dot.odisha.gov.in for information of all concerned.

3. Guidelines for Hospitality Programme and Familiarization (FAM) Trips:

- 3.1. 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, Social Media Influencers etc. to Odisha on an educational and familiarization trip (FAM Trips). They get first-hand information and knowledge about the tourism products of the State and in return give publicity through their respective media.
- 3.2. The assistance of Indian Embassy may be taken for selection of Tour Operators and Travel Agents from International Source Markets for participation in FAM Trips.
- 3.3. The Department of Tourism may sponsor familiarization trips of such opinion makers and influencers, taking into account the availability of budget under the ASP head of Budgetary allocation.
- 3.4. Such FAM Trips may either be part of organized events such as Odisha Travel Bazaar or may be organized separately as the case may be.



4. Publicity Returns:

4.1. 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 / Department of Tourism and regular feedback 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. In case of Social Media Influencers, the content to be posted on their social media handles should be sent to Department of Tourism for prior approval. Appropriate tags, mentions and if necessary, collaboration posts with official social media handles of DOT may be done by the influencer. 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.

5. Print / Electronic/ Digital/ Social/ OOH Media:

5.1. In order to finalize Annual Print/ Electronic/ Digital/ Special Media/ OOH (Out of Home) Plan, proposals received from reputed media Houses to publish Odisha Tourism Advertisements or produce promotional Series depicting Odisha Tourism shall be compiled and put up for evaluation and decision making by the Department of Tourism.

5.2. Evaluation of such proposals will be made by the Department through the Sub-Committee as specified in Clause 1.3.1 on the basis of circulation of the publication, cost of the proposal, value addition, if any, and relevance of the proposal with the promotion of Tourism in Odisha.

5.3. Department of Tourism may commission/ sponsor production of AV films, documentaries; and publication/ purchase of Coffee Table books on subjects related to the promotion and highlighting of various facets of the State of Odisha, such as, but not limited to, culture, dance and fine arts, handicrafts, textiles, heritage/ archeological monuments, spiritual legacy, rural & tribal culture, sports, industrial progress, cuisine, wildlife, etc.



6. Special Projects and Support to Innovative Initiatives

- 6.1. The promotional activities of the Department of Tourism will not be limited to the above-mentioned clauses of this guideline since tourism development is a dynamic and evolving field.
- 6.2. With learnings and exposure in the field, Department of Tourism may undertake special projects under the broad category of promotion such as expansion of the flagship product of the State - Eco Retreat Odisha, in scale or to more locations of the State, introduction of innovative products such as Yacht Tourism, Caravan Tourism, organization of promotional festivals in niche segments such as balloon festival, birding festival, etc.
- 6.3. Support to such activities that are essential for promotion of tourism, but may not be financially viable, may be supported by the Department of Tourism: these may include - support to heritage tours organized by OTDC, light and sound show operation and maintenance by OTDC, etc.
- 6.4. Notwithstanding any condition stipulated in these guidelines, the Government in Department of Tourism may take a decision to sponsor any such event or project that is beneficial to the promotion of Odisha Tourism on case to case basis.

These revised Guidelines will be effective from 1st June 2023 in supersession of the earlier Guidelines issued vide this Department Notification No.4810/TSM, dated the 31st May, 2014.

ORDER

Ordered that the Notification be published in an Extraordinary issue of the *Odisha Gazette* and copies thereof be forwarded to the A.G. (A.& E.) Odisha, Bhubaneswar/ all Departments /all Heads of Department/ all Collectors/ all Tourist Officers.

By Order of the Governor


(SURENDRA KUMAR)

Additional Chief Secretary to Government

**Application form for obtaining sponsorship approval
for cultural event/ fair/ exhibition from Department of
Tourism, Govt. of Odisha**

Sl. No.	Component	Details
1.	Name of the Govt. Department/ District Administration	
2.	Name of the Cultural Event/ Fair/ Exhibition, etc.	
3.	Head of Organising Committee with Contact Details (Name, Designation, E-mail id & Contact Number)	
4.	Event Date	
5.	Event Venue	
6.	Tourist Footfall in the district since past 3 years	
7.	Estimate of Tourist Footfall during the event	
8.	Details of Event with respect to Tourism Promotion	
9.	Total Event Cost Estimate	
10.	Financial Assistance required (Component wise cost estimate for the event)	

**Signature with
Date & Seal**

Memo No. 5765 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to Gazette Cell of Commerce & Transport (Commerce) Department, Odisha Secretariat, Bhubaneswar with a request to publish the Notification in the next issue of extraordinary Gazette and supply 500 copies of the same to this Deptt.


Director, Tourism

Memo No. 5766 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to the Heads of Portal Group, IT Centre, Odisha Secretariat / Computer Cell of Tourism Department for information & necessary action.

It is requested to upload this Notification in the Odisha Government Portal/ Odisha Tourism Official website for General information.


Director, Tourism

Memo No. 5767 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to the All Departments / All Heads of Deptts./ All RDCs / All Collectors // Accountant General (A & E), Odisha, Bhubaneswar for information.


Director, Tourism

Memo No. 5768 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to PS to Hon'ble Minister, Tourism / PS to Chief Secretary, Odisha / PS to Development Commissioner-cum-Addl. Chief Secy., Odisha / Pr. PS to Additional Chief Secretary, Tourism / OSD to Director, Tourism for kind information of the Hon'ble Minister, Tourism / Chief Secretary, Odisha / Dev. Commissioner-cum-Addl. Chief Secy, Odisha / ACS, Tourism / Director, Tourism respectively.


Director, Tourism

Memo No. 5769 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to the Managing Director, OTDC Ltd., Bhubaneswar for information and necessary action.


Director, Tourism

Memo No. 5770 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to the HRAO/ TAAO/ OTOA/ HAP/ EKKTA/ IATO (Odisha Chapter)/ THRAO/ HRAWO for information and necessary action.


Director, Tourism

Memo No. 5771 /TSM, Bhubaneswar

Dt. 09-06-23

Copy forwarded to All Officers of Tourism Deptt. / All Tourist Offices / Guard File (10 spare copies) for information.


Director, Tourism