

**Government of India**  
Ministry of Tourism

**IT GUIDELINES FOR CENTRAL FINANCIAL ASSISTANCE**

The Ministry of Tourism, Government of India has in the recent past taken major initiatives in the field of Information Technology with a view to benefit the tourist. The aim of these initiatives is as follow: -

- a) Improved efficiency at Govt. of India tourist Offices and the Ministry Headquarters
- b) Improved Tourist information to tourists
- c) Improved Tourist facilitation

To encourage the State Tourism Departments to take major IT initiatives for improved touristic information and facilitation as well as marketing and publicizing their tourist products. To achieve this a Central Financial Assistance for It was formulated to extend assistance to the State/UT Governments to enable them to adopt wide spread use of Information Technology in their tourism products and services comprising publicity, promotion and marketing etc. Under this scheme, assistance up to 50% of the IT project (States/Uts) is given to the State/UT Governments subject to the following conditions:

1. The CFA will be restricted to an annual ceiling for each State/UT which would be 90% of the total cost of the projects or Rs.50.00 lakh whichever is lower.
2. The State/UT Governments should submit their IT proposals for Central Financial Assistance by 30<sup>th</sup> of September for consideration during the financial year
3. State/UT Governments should give a write up on the scope and benefits of the project duly supported by a project/feasibility report preferably prepared by a professional agency/organization. The report should be certified by an officer not below the rank of Director Tourism.
4. The project should be supported in revised Form 'P' with full details of the Hardware/Software to be produced/developed and terms and conditions of the procurement and how its going to benefit the state. The State/UT Government should

clearly mention the cost of the project with state share, schedule of implementation, implementing agency, date of completion and method of funding.

5. The State/UT Government will bear all expenses for the operation and maintenance including recurring charges of the project and an undertaking to this effect should be sent along with the proposal.
6. The State/UT Governments should ensure that the details of the hardware/software components submitted with the project should remain the same at the time of actual procurement. If there are any changes in the procurement prior approval of the Ministry of Tourism has to be obtained before procurement of hardware/software.
7. Central Financial Assistance up to 90% of the share of the Ministry of Tourism will be released to the State/UT Government as an advance for placement of order for procurement/development of Hardware/Software. The balance amount of the Central Financial Assistance in full will be released to the State/UT Governments on production of proof of codal formalities followed, copy of placement order, completion certificate and production of proof of utilization of funds for the purpose for which it was released.
8. Special assistance (100%) to new states and north eastern states on case to case basis with approval of Secretary (Tourism).
9. Details of Hardware and Software to be considered for Central Financial Assistance is as follows: -

**Hardware:**

- Desktop Computer
- Laptop Computer
- Scanner
- Printer (Dot Matrix, Inkjet & Laserjet)
- LCD Projector
- Visualizer
- Portable Screen
- Upgradation of existing Hardware
- Networking

- Interactive/virtual walkthrough CD ROMs on destination
- CDs/VCDs on culture, traditional art forms
- Launching of dynamic tourism portals
- Major revamping of the existing sites
- Remote Sensing Equipment at monuments
- Handy Audio Research Kit (HARK) at monuments
- IVRS facility for dissemination of tourism information
- Tourism information Kiosks

**Software:**

- Operating software Windows all versions
- Application software all versions
- Software for Networking & VPN
- Software for MIS
- Software for Online Payment Gateway
- Software for GIS & Multimedia
- CD ROMs (Thematic, Walkthrough, Virtual Reality and Photo CD)
- Specialised Software like Photoshop, Corel Draw, Oracle, Linus, Autocad, etc.
- Website Development

**Ceiling proposed on CFA for different items**

i)	<u>Production of CD, VCD or DVD</u>	Rs.10.00 lakh
	<ul style="list-style-type: none"> <li>➤ Maximum number of topics/themes allowed</li> <li>➤ No. of copies of CD/VCD/DVD</li> <li>➤ Additional copies for participation in International Tourism fairs</li> </ul>	<p>five</p> <p>5000</p> <p>5000</p>
ii)	<u>CDs/VCDs on culture, traditional art forms:</u>	
	<ul style="list-style-type: none"> <li>➤ Preparation of CD/VCD/DVD for any specific Theme/topic</li> <li>➤ No. of themes allowed during a financial year</li> <li>➤ No. of copies of replication</li> <li>➤ Additional copies for participation in International Tourism fairs</li> </ul>	<p>Rs.7.00 lakh</p> <p>Five</p> <p>5000</p> <p>5000</p>
iii)	<u>Websites:</u>	
	<p>Launching of Tourist Portals</p> <p>Revamping of existing sites</p>	<p>Rs.10.00 lakh</p> <p>Rs.10.00 lakh</p>

iv) Remote Sensing Facility, HARK etc.

Remote Sensing equipment at each monument	Rs.15.00 lakh
HARK System at each monument	Rs.15.00 lakh

v) IVRS and Tourism Kiosks

IVRS facility for each connection	Rs.5.00 lakh
Tourism Information Kiosks for each site (5 at one site)	Rs.10.00 lakh

**State-wise ceiling**

90% of the total cost or Rs.50.00 lakh whichever is less during a financial year

The above terms and conditions are subject to change based on a review to be made.

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# MINISTRY OF TOURISM

## Proposal Submission for Central Financial Assistance for IT Initiatives

### General Information

For Official Use Only:

**Plan Year** \_\_\_\_\_ **File No.** \_\_\_\_\_

**Application Date** (in dd/mm/yyyy format) \_\_\_/\_\_\_/\_\_\_

**Proposing Agency** \_\_\_\_\_

**Scheme** \_\_\_\_\_

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

**Project Detail:** (Attach additional Sheets for more Details)

**Duration for Project Completion** (in months) \_\_\_\_\_

**Primary Implementing Agency** \_\_\_\_\_

**Primary Site Address** (Please give complete Address of the Site):

**City / Town** \_\_\_\_\_

**State\*** \_\_\_\_\_ **District** \_\_\_\_\_

**PIN Code**

**Project Co-ordinator** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_



# MINISTRY OF TOURISM

## Proposal Submission for Product / Infrastructure Development of Destination & Circuits

### General Information

Tourism Sector \_\_\_\_\_

Category \_\_\_\_\_ Sub-Category \_\_\_\_\_

State Govt. Letter No. \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

### **Project Cost Details** (Provide Value in Lakhs)

Total Project Cost \_\_\_\_\_

MoT Share \_\_\_\_\_

State Share \_\_\_\_\_

Other Sources \_\_\_\_\_

Sent hard copy of the proposal along

with all necessary enclosures:  YES  NO

Authorized Signatory

Annexure:

1. Form P \_\_\_\_\_
2. Forwarding Letter \_\_\_\_\_
3. Undertaking from State Government \_\_\_\_\_
4. Project Report \_\_\_\_\_
5. Approved Rate Certificate (ARC) \_\_\_\_\_
6. Undertaking for Form P \_\_\_\_\_
7. Equipment Specifications \_\_\_\_\_



# MINISTRY OF TOURISM

## Form - P

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### **Project Location Details:**

Nearest	Name	Distance (in Kms)
Airport		
Railway Station		
Sea Port		
Bus Stand		

### **No. of Tourists Visited for Previous Three Years:**

Year Visited	Domestic Visitors	Foreign Visitors	Total No. of Visitors

### **Note on Existing Facilities:**

Name of Existing Facility	Year of Purchase	No. of Equipments	Present Condition of Existing Equipment / Machinery

\* Use Separate Sheet for including more Facilities

**Short Note:** (Attach additional Sheets for more Details)

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# MINISTRY OF TOURISM

## Form - P

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**Facilities to be Created** (use separate sheets for each location)

Sl. No. \_\_\_\_\_

Location Name \_\_\_\_\_

District \_\_\_\_\_ Block \_\_\_\_\_

Executing Agency \_\_\_\_\_

Equipment Name	Quantity	Unit Cost (in INR)	Total Cost (in INR)
<b>Total</b>			

\* Attach additional Sheets for more Facilities