



**DEPARTMENT OF TOURISM
GOVERNMENT OF ARUNACHAL PRADESH
ITANAGAR**

Fl. No. DOT-14012/11/2024

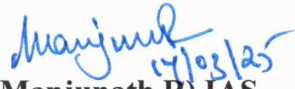
Dated:- Itanagar the 17th Mar' 2025

Chief Minister Paryatan Vipanan Sahayata Yojana

Applications are invited for financial assistance to tourism service providers, such as Homestays and Tour Operators registered with the Department of Tourism, Government of Arunachal Pradesh, for conducting promotional activities including sales tours, participation in travel fairs/exhibitions, and roadshows both domestically and internationally.

Registered tourism service providers interested may submit their information along with the requisite documents in accordance with the specified format and annexures outlined in the guidelines to cmpvsvy@gmail.com.

Enclosed: Guidelines for the Chief Minister Paryatan Vipanan Sahayata Yojana.


(Manjunath R) IAS
Director Tourism

Guidelines For Chief Minister Parayan Vipanan Sahayata Yojana

1. Objective:

The Chief Minister Paryatan Vipanan Sahaayata Yojana (CMPVSY), administered by the Department of Tourism, Government of Arunachal Pradesh, provides financial support to tourism service providers, i.e. homestays and tour operators registered with the Department of Tourism for undertaking tourism promotional activities within India and abroad:

These activities may include sales tours, participation in travel fairs/exhibitions and road shows.

The main objective of the scheme is to offer financial support to the tourism service providers of the state in order to facilitate marketing efforts and, concurrently, facilitate the development of the Arunachal Tourism brand.

2. Eligibility Criteria:

- i. The Tourism Service Provider must be a **valid license holder** of the Department of Tourism, Govt. of Arunachal Pradesh.
- ii. Financial support under the scheme would be available to tourism service providers with earning up to a minimum of **Rs. 20.00 lakhs** (Rupees **Twenty Lakhs** only) annually to qualify for domestic events, and **Rs. 40.00 lakhs** (Rupees **Forty Lakhs** only) annually for international events during the **preceding financial year**.
- iii. Tourism Service Providers must show a **cumulative increase of 5%** in cumulative earnings during a **two year period**, to be eligible for financial support under the CMPVSY scheme i.e. at the end of year 2, there must be a cumulative increase of 5% in earnings over the base year. For this purpose, the base year will be taken as **the year before preceding year**.
- iv. Financial support under the scheme will be provided to tourism service providers participation in a total of **04 (four) events** (covering sales tours, travel fairs/exhibitions, and road shows) in one financial year i.e., **2 (two) domestic events and 2 (two) international events**.
- v. The tour to a single state or country or a group of states or countries should be for a minimum of a 5 night stay, excluding the journey period.
- vi. Assistance is permissible to one regular employee/Director/ partner/ proprietor of the company.
- vii. In order to take benefit of reimbursement it is mandatory to take prior approval from Department of Tourism Government of Arunachal Pradesh as detailed at clause 3(ii) of these guidelines.
- viii. The tourism service provider should not have got any assistance from any Government body for the promotional activity within india and abroad.
- ix. The agency should declare details of financial assistance availed during the last three years from any Government Organisation.
- x. The claim must be submitted **within 30 days** of return to state.
- xi. Claim form received after 30 days of return to state or wherein the deficiencies in the claim as intimated are not fully completed within 30 days of the date of information/documents sought, would not be entertained and would be rejected.

- xii. The Department of Tourism will reject any application in which it determines that the participating event will not be beneficial to the Department and to tourism service providers.

3. **Pattern of Funding :**

- i. The Department of Tourism, Government of Arunachal Pradesh, will give a maximum **grant of Rs. 60.00 thousand for domestic and Rs. 4.00 lakh for international** events to the Tourism Service Providers for promotional activities by way of reimbursement towards air fare, participation fee, booth space charges, and accommodation. In case of Stall/ Booth being provided by the Department of Tourism, a maximum **grant of Rs. 30.00 thousand for domestic and Rs. 2.00 lakh for international per event** will be provided.
- ii. To avail the reimbursement, **the tourism service providers would have to request to the Department of Tourism for prior approval at least 45 days in advance before for availing assistance under the scheme at cmpvsv@gmail.com. The tourism service providers will have to provide the following details along with the documents given at Clause 5 (a) of the guidelines for obtaining the prior approval:-**
 - a. Name and contact details of the applicant company.
 - b. Name of person undertaking the promotional tour.
 - c. Category under which the promotional activity is proposed to be undertaken.
 - d. Name of event proposed to be participated in.
 - e. Dates / State (s)/ Country (ies) of visit of the proposed tour.
 - f. Copy of Valid License issued by the department
- iii. Financial support for undertaking sales tours, participation in travel fairs/exhibitions and road shows is provided as follows:
 - a. 100% of economy class air fare/ rail fare/ bus fare from state to any other state/ country.
 - b. 90% of cost of built up/ furnished stall, electricity, water charges and participation fee, etc. at travel fairs/exhibitions.
 - c. Hotel room expenses for a maximum of 5 nights, with an upper limit of Rs. 2000 per night for domestic and 4000/- per night for international.

Subject to an overall upper ceiling as defined above at clause 3(i).

4. **Expected outcomes :**

- **Increased Tourism Revenue:** The scheme should lead to a cumulative increase of 5% in earnings for participating local stakeholders over a two-year period, demonstrating financial growth fueled by the promotional activities.
- **Enhanced Marketing and Brand Building:** By funding participation in domestic and international travel fairs, exhibitions, and road shows, the scheme should elevate the profile of Arunachal Pradesh tourism, attracting more visitors and generating wider brand awareness.
- **Business Development for Tourism Service Providers:** The financial assistance will directly benefit stakeholders' businesses, enabling them to expand their operations, improve services, and create more jobs within the tourism sector. This will contribute to the overall growth and development of the tourism industry in the state.

- **Improved Tourism Infrastructure:** While not explicitly stated, the increased revenue and business development could indirectly lead to improvements in tourism infrastructure as providers reinvest profits into their operations.
- **Sustainable Tourism Growth:** The scheme's focus on long-term growth (requiring a cumulative increase in earnings) suggests an aim for sustainable and long-lasting impact, beyond short-term gains.

5. Documents:

(a) Documents required for obtaining prior approval:

- i. Duly filed **Annexure-I**
- ii. **Valid Registration Certificate or License** from the Department of Tourism, Government of Arunachal Pradesh.
- iii. **Declaration (Annexure-II)** with seal, date and on letter head of the company to the effect that the claimant is not under any investigation and/or has not been charged/prosecuted/debarred/ blacklisted by the Department of Tourism, Government of Arunachal Pradesh, Ministry of Tourism, Govt. of India or any other Government agency.
- iv. **Certificate of earnings** during the preceding financial year, clearly indicating the percentage increase in earnings in the last 2 financial years, duly certified by Chartered Accountant.

(b) Documents required while claims are forwarded to the Department of Tourism:

- i. Duly filled Claim Form (**Annexure-III**)
- ii. **Declaration (Annexure – II)** with seal, date and on letter head of the company stating that no financial assistance has been claimed/received for the said promotional activity from any Government department or agency, including the Department of Tourism.
- iii. **Air ticket(s)** for journeys performed along with **Boarding Pass (es)** for each sector **along with the copy of passport (for international) showing exit/entry dates.**
- iv. **Bank advices/statement of accounts/receipts**, etc., in evidence of payments made for air tickets / booth / hotel accommodation, as the case may be, for which reimbursement is being claimed.
- v. **A comprehensive Tour Report** containing the following:
 - 1 Day-wise list of visitors with photocopy of Business Cards and
 - 2 Details of promotional activities undertaken during the tour
 - 3 Photographs of the stall/booth from all sides
 - 4 Detail list of tourists, tour operators, etc. handled during participation

6. Scheme period: 1st April 2025 to 28th March 2026 (subject to availability of fund)

7. Formats:

- i. Application Form for obtaining Prior Approval under CMPVSY Scheme for Sales Tours/Participation in Travel Fairs & exhibitions/Road Shows is at Annexure-I.
- ii. Declaration Form at Annexure-II. (for both prior approval and reimbursement claim)
- iii. Reimbursement Claim Form Annexure-III.

Annexure-I**Application Form for obtaining Prior Approval for CMPVSY for Sales Tours/Participation in Travel Fairs & Exhibitions / Road Shows**

1	Name of the firm with full address	
2	Name and designation of the person going	
3	Certificate of Earnings during the last two financial years, duly certified by Chartered Accountant.	
5	Name of the travel fair/exhibition/road show and the State/ Country along with the dates/duration of visit	
6	Date of departure from State	
7	Date of arrival in State	
8	Details of the financial assistance availed earlier under the CMPVSY Scheme:	
	a) Name of State/ country visited and exhibitions/ road shows participated b) Name of the Person c. Dates d. CMPVSY amount received	

Signature & Designation with stamp Place:

Date:

Annexure II**Declaration**

(To be furnished on official letterhead of the company)

1. I solemnly declare that the particulars given in my application 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.
2. I hereby declare that the company / agency M/s (name and city to be given) is not under investigation/ charged/ prosecuted/ Debarred/ blacklisted by the Department of Tourism, Government of Arunachal Pradesh or any other Government Agency.
3. I hereby declare that the logo of Arunachal Tourism shall be prominently displayed on all creatives and banners at the stall/ booth.
4. I hereby declare that any false or deceptive claim or fake invoices would result in being blacklisted by the Department of Tourism and prosecuted under the Bhartiya Nyaya Sanhita (BNS) for fraud.
5. I acknowledge that I shall bear full responsibility for my actions during the tour, and the Department of Tourism will not be held liable for any unfortunate incidents or accidents. The Department will be exempt from all legal and social obligations in this regard.
6. I hereby declare that I have not claimed/received any financial assistance for this Sales Tour / Participation in this Travel Fair/Exhibition / this Road Show (as applicable) from any Government Department/agency including the Department of Tourism, Government of Arunachal Pradesh.

Signature _____

Name _____

Designation _____

Place:

Date:

Office Seal of Company

Annexure-III**Claim Form for CMPVSY for Sales Tours / Participation in Travel Fairs & exhibitions / Road Shows**

1	Name of the firm with full address	
2	Name and designation of the Person who travelled	
3	Category under which claim is submitted (i.e. Sales Tour or Travel Fair/Exhibition or Road Shows	
4	Whether prior approval regarding the tour was conveyed by the Department of Tourism (Copy of the same to be enclosed.)	
5	Details of the number of proposal(s) already submitted in the same financial year	
6	<p>Details of the financial assistance availed earlier under the CMPVSY Scheme separately for:</p> <p>a) Sales Tour &</p> <p>b) Participation in fair/exhibition</p> <p>c) Road show</p> <p>(Please furnish details of the sales tours/fairs and exhibitions/road shows, countries visited, name of the person who went abroad and the amount of financial assistance received in each case)</p>	
7	Name of the State (s)/ Country(ies / Sectors visited for the Sale Tour.	
8	Name of the Travel Fair/ Exhibition/Road Show participated in and the countries along with the dates/duration of stay	
9	Date of departure from State/ India (for international)	
10	Date of return to State/ India (for international)	
11	<p>Sector-wise details of journeys undertaken:</p> <p>i. Airline on which travelled</p> <p>ii. Flight Number iii. Class in which travelled</p>	

	(iv) Ticket Number (Air ticket with boarding pass for each sector travelled to be submitted)	
12 (a)	Actual expenditure incurred on return airfare by economy class (Please attach receipt/document in evidence of payment made for the air ticket)	
(b)	Actual expenditure incurred on stall, decoration, water, electricity and participation fee (in case of participation in travel fair/ exhibition/road show) (Please attach payment invoice received from event organiser, original voucher/ bank advice/receipt, etc. evidencing payment made).	
(c)	Actual expenditure on hotel accommodation (Please attach original invoice/ voucher/ bank advice/receipt, etc. evidencing payment made.)	
	Total expenditure incurred i.e. (a) + (b) + (c)	
	Amount being claimed	

Signature _____

Name _____

Designation _____

Date _____