

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*153
ANSWERED ON 13.02.2023**

SEPARATE MICE FUNDS TO SUPPORT “MEET IN INDIA”

***153.SHRI VINOD KUMAR SONKAR:**

SHRI RAJVEER SINGH (RAJU BHAIYA):

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering a separate Meets, Incentives, Conferences and Exhibitions (MICE) fund to support “Meet in India” branding and marketing of India in order to encash and keep the G20 momentum going for the Indian MICE industry;**
- (b) if so, the details thereof;**
- (c) whether this fund will also support the stakeholders in participating in bidding for large and prestigious MICE events in the country;**
- (d) if so, the details thereof;**
- (e) whether the Government has promised “reimbursement of cost of preparing bids to the successful winner/runner up” and also strengthening and revamping of incentive schemes like Champions sector service scheme and market development assistance scheme; and**
- (f) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (f): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (f) OF LOK SABHA STARRED QUESTION NO.*153 ANSWERED ON 13.02.2023 REGARDING SEPARATE MICE FUNDS TO SUPPORT “MEET IN INDIA”

(a) to (d): Ministry of Tourism under its Swadesh Darshan Scheme has provided Central Financial Assistance to State Government/UT Administration for infrastructure related development of Convention Centers. Under this scheme total amount of Rs.266.95 Crore has been sanctioned for development of eight convention centres in the country.

Ministry of Tourism in association with India Convention Promotion Bureau (ICPB) organised the MICE Roadshow at Khajuraho in March 2021 to bring the domestic buyers and suppliers of the industry on this platform to reiterate India's strengths as a MICE destination. During this roadshow 'Meet in India', a distinct sub-brand under 'Incredible India' to promote the country as a MICE destination was launched.

In order to promote the growth of MICE industry in the country and India as a MICE destination, Ministry of Tourism has formulated a National Strategy for MICE Industry.

Ministry of Tourism is working with the State Governments and Private Sector to ensure that MICE sector benefits from the opportunities during India's G20 Presidency and beyond.

(e) & (f): The Guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism have been modified in November 2020 to enhance the scope and reach of the

Scheme, so as to provide maximum benefits to the stakeholders. As per the revised MDA guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Tourism Departments of State Governments/UT Administrations are now also eligible for obtaining financial support under the scheme. Additional promotional activities have been incorporated including online promotions for the States of North-East India including the UTs of Jammu & Kashmir and Ladakh. The extent of financial assistance permissible under the MDA scheme has also been enhanced. These guidelines are also applicable to MICE stakeholders.

Ministry has also liberalized two components of the guidelines for Promotion of MICE segment under Champion Services Sector Scheme:

- (i) The number of minimum participants in the conferences have been reduced from 500 to 250 to be eligible for the incentive under the guidelines.**
- (ii) The incentive of the GST incurred on hotel stay is now extended for 2 (two) nights in place of existing 1 (one) night.**
