

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
(Overseas Marketing Division)**

Computer No: 37044 File No: [DOC-3/2/2019](#)

Date: 27/04/2021

**APPROVED REVISED GUIDELINES FOR  
CHAMPION SERVICES SECTOR SCHEME (CSSS SCHEME) - INCENTIVE TO TOUR OPERATORS  
FOR ENHANCING TOURIST ARRIVALS TO INDIA**

**1. Introduction:**

The Ministry of Tourism undertakes various promotional activities in source markets overseas to promote India as a tourism destination and to increase foreign tourist arrivals to the country. These activities are undertaken directly by the Ministry as well as through the overseas India Tourism offices.

2. The impact of the promotional activities has contributed towards steady growth in foreign tourist arrivals as well as foreign exchange earnings through tourism to the country. However, the list of the top source markets for Indian tourism has remained more or less constant, with some changes in inter-se positions.

3. In order to enhance India's share of foreign tourist arrivals vis-à-vis World Tourist Arrivals, the Ministry of Tourism (MoT), Government of India proposes to diversify its focus on promotion of India in Short, Medium and Long haul countries to tap the immense potential of these markets in augmenting high end tourist traffic to India and to encourage the tour operators from these countries to sell India tour programmes vigorously. The Ministry of Tourism under the CSSS Scheme of '**Incentive to tour operators for enhancing Tourist Arrivals to India**' will extend financial incentives to Foreign Tour Operators (FTOs) of the countries tabulated below / Inbound Tour Operators approved by the Ministry of Tourism, Government of India, on a pilot basis. The countries identified on pilot basis are as under:

<b>Short haul</b>	<b>Medium haul</b>	<b>Long haul</b>
Sri Lanka	Malaysia Thailand Singapore Vietnam	Argentina Australia Brazil Canada France Germany Italy Japan

		Netherlands Portugal South Korea Spain
--	--	---

**4. Eligibility Criteria:**

- (i) Financial support under the Scheme would be available to Foreign Tour Operators (FTO) who are registered with the Government authority in their country of operation, **OR** Indian Inbound Tour Operator approved by the Ministry of Tourism, Government of India, who is working along with the FTO.

**5. Extent of Incentive**

Sr. No.	Category	Countries under the category	Minimum No. of tourists to be brought per quarter i.e. April to June / July to September / October to December / January to March	Quantum of incentive per tourist
1.	Short haul	Sri Lanka	100 tourists	US \$30.00
2.	Medium haul	Malaysia, Thailand, Singapore and Vietnam	100 tourists	US \$30.00
3.	Long haul	Argentina, Australia, Brazil, Canada, France, Germany, Italy, Japan, Netherlands, Portugal, South Korea and Spain	100 tourists	US \$50.00

- (i) The financial incentive will be available only to one agency only i.e. either the Foreign Tour Operator **OR** its Indian counterpart (Inbound Indian Tour Operator) approved by MOT for the same volume of tourists as indicated in the table above.
- (ii) The incentive amount of US\$ 30 / US \$ 50 per tourist in the case of Indian Inbound Tour Operator approved by the Ministry of Tourism, Govt. of India,

would be converted as per monthly Rate of Exchange adapted by Ministry of External Affairs, Govt. Of India for the month of submission of claim.

(iii) The incentive will be disbursed by the Ministry of Tourism, Govt. of India, New Delhi, till such time Regional Director posts are filled up.

(iv)

## **6. Terms & Conditions**

- i. In order to avail the incentive, Prior Registration by the FTO/Indian Inbound Tour Operator is mandatory.
- ii. In the case of FTO, the application for Prior Registration for availing the incentive must be submitted to the respective India Tourism Office overseas at least one month before the commencement of the quarter (i.e. April to June / July to September / October to December / January to March), as per format at **Annexure I**.
- iii. In the case of FTO from Sri Lanka, and Inbound Indian Tour Operator approved by the Ministry of Tourism, the application for Prior Registration must be submitted to the Assistant Director General (Overseas Marketing), Ministry of Tourism, Govt. of India, Transport Bhawan, 1, Parliament Street, New Delhi 110 001 on email (New mail ID is being created)
- iv. The Prior Registration would have to be applied for between 1<sup>st</sup> – 5<sup>th</sup> of the preceding month of travel.
- v. The Prior Registration would be on first come first served basis and would be subject to availability of funds.
- vi. Prior Registration would be given only to one agency i.e either the Foreign Tour Operator or its Indian counterpart approved by the Ministry of Tourism.

## **7. Documents required for Prior Registration (to be submitted in pdf format by email only. Hard copy of documents will not be accepted):**

- i. Self-certified copy of registration of the company with authority concerned in the country of its operation or Certificate of Approval of the Ministry of Tourism, Government of India in the case of Indian Inbound Tour Operator.
- ii. Declaration with official 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 Government authorities in the country of registration/Ministry of Tourism, Govt. of India/ Dept. of Tourism State Govt./UT Administration or any other Government agency (**Annexure II**).

**Note:** Prior Registration Approval will not ensure financial support under the Scheme. The same will be based on submission of claims complete in all respects by the applicant company and subject to availability of funds.

8. On completion of the quarter (i.e. April to June / July to September / October to December / January to March), the Foreign Tour Operator/Indian Inbound Tour Operator approved by MOT shall submit the application for availing the incentive in the prescribed format as per **Annexure III** within **30** days (thirty days), to the Assistant Director of the respective India Tourism Office, overseas listed at **Annexure IV**. The application would be examined and verified by the concerned India Tourism Office overseas and forwarded to the Ministry for necessary approval and disbursement of financial assistance. In the case of Inbound Tour Operator approved by the Ministry of Tourism, the application shall be submitted to the Assistant Director General (Overseas Marketing), Ministry of Tourism Govt. of India, Transport Bhawan, 1, Parliament Street, New Delhi 110 001 on email [csss.fta@gov.in](mailto:csss.fta@gov.in)

8.1 In the case of FTO from Sri Lanka / Indian Inbound Tour Operator approved by MOT, the application for availing the incentive in the prescribed format as per **Annexure III** shall be submitted to the Assistant Director General (Overseas Marketing), Ministry of Tourism, Govt. of India, Transport Bhawan, 1, Parliament Street, New Delhi 110 001 on email [csss.fta@gov.in](mailto:csss.fta@gov.in)

**9. Documents required for claim of financial assistance (to be submitted in pdf format by email only. Hard copy of documents will not be accepted):**

The Foreign Tour Operator / Indian Inbound Tour Operator approved by MOT will have to provide the following details in the company letterhead duly signed by the authorized signatory of the agency and the supporting documents:

- a) Name, address and contact details of the Foreign Tour Operator/Indian Inbound Tour Operator
- b) Copy of the Registration of tour agency/company registered with the Government authority in their country of operation (in the case of Foreign Tour Operator) / Certificate of Approval from the Ministry of Tourism, Government of India in the case of Inbound Tour Operator
- c) List of passengers sent to India during the particular quarter i.e. April to June / July to September / October to December / January to March, for which claim is submitted.
- d) Detailed itinerary along with dates and places of visit of the tourists.
- e) Copies of boarding passes for travel on the international sectors (country of origin to India)
- f) Copies of the first page of the passports and pages containing the entry stamps of Indian Immigration Authority as proof of travel from the country of origin to India.

\*\*\*\*\*

**Annexure I**

**Application Form for obtaining Prior Registration for Incentive to Tour Operators for Enhancing Tourist Arrivals to India**

Sr. No.	Particulars	Remarks
i.	Name of the representative of Foreign Tour Operator /Indian Inbound Tour Operator	
ii.	Name of the agency	
iii.	Full address	
iv.	Telephone No./Mobile No.	
v.	Email ID	
vi.	Registration number of the tour agency /Certificate of Approval of the Ministry of Tourism, Government of India (Copy of registration certificate / approval of MOT as the case may be submitted)	
vii.	Certificate on company letterhead duly signed by the authorised signatory of the company stating that the agency/company will send the minimum number of tourists as indicated at the table at Para 5 (i) on Pg. 2 from country of origin to India during the quarter (3 month period i.e. April to June / July to September / October to December / January to March) for which Prior Registration is being applied for.	
viii.	Declaration with official 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 Government authorities in the country of registration / Ministry of Tourism, Govt. of India/ Dept. of Tourism State Govt./UT Administration or any other Government agency (Annexure II)	

Name & signature of the Authorized signatory:

Designation:

Place:

Date:

Office Seal of Company:

**Declaration**

(To be furnished on official letterhead of the company)

1. 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 Government authorities in the country of registration / Ministry of Tourism, Govt. of India/ Dept. of Tourism State Govt./UT Administration or any other Government agency.
  
2. I solemnly declare that the particulars given in my application are correct. I bind myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund the amount received on the basis of wrong information provided in the above statement.

Name & signature of the Authorized signatory:

Designation:

Place:

Date:

Office Seal of Company:

## APPLICATION FORM FOR SUBMISSION OF CLAIMS

S. No.	Particulars	Remarks
1.	Name of the representative of Foreign Tour Operator / Indian Inbound Tour Operator	
2.	Name of the agency	
3.	Address	
4.	Tel. No./Mobile No.	
5.	Email	
6.	Certificate on company letterhead of the company / agency duly signed by the authorised signatory of the company indicating the actual number of tourists sent from country of origin to India during the quarter (3 month period i.e. April to June / July to September / October to December / January to March)	
7.	Passenger list	To be submitted as annexure / enclosure
8.	Dates of visit of the tourists	To be submitted as annexure / enclosure
9.	Places of visit of the tourists along with detailed itinerary	To be submitted as annexure / enclosure
10.	Copies of boarding passes for the international sectors (country of origin to India)	To be submitted as annexure / enclosure
11.	Copies of the first page of the passport of the tourist along with page having entry stamps of the Indian Immigration as proof of travel from country of origin to India.	To be submitted as annexure / enclosure

Name &amp; signature of the Authorized signatory:

Designation:

Place:

Date:

Office Seal of Company:

## ANNEXURE IV

S. No.	Office	Address	Contact details	For Country
1.	India Tourism Singapore	Indiatourism United House 20 Kramat Lane, #01-01 United House 228773, Singapore	Assistant Director Tel: 0065 6235 3800 Email: <a href="mailto:info@indiatourism.com.sg">info@indiatourism.com.sg</a>	Australia, Malaysia, Thailand, Singapore & Vietnam
2.	India Tourism Tokyo	Ginza KM Building. 8 floor, 8-14-5 Ginza, Chuo-ku Tokyo-1040061 Japan	Assistant Director Tel: +81-03-3544-5061/3544-5063 Email: <a href="mailto:indtourt@smile.ocn.ne.jp">indtourt@smile.ocn.ne.jp</a>	Japan & South Korea
3.	India Tourism Frankfurt	Friedensstrasse, 2, Frankfurt, 60311	Assistant Director Tel: 0049-24294915 Email: <a href="mailto:ad1@india-tourism.com">ad1@india-tourism.com</a>	Germany, France, Italy, Spain & Portugal
4.	India Tourism London	High Commission of India, India House, Aldwych London WC2B 4NA United Kingdom	Assistant Director Tel: 0044 20 7437 3677 Email: <a href="mailto:s.sarangi@indiatourismindia.org">s.sarangi@indiatourismindia.org</a>	Netherlands
5.	India Tourism New York	1270 Avenue of Americas Suite 303 New York-10020 USA	Assistant Director Tel: 001-212-5864901 Email: <a href="mailto:ny@itonyc.com">ny@itonyc.com</a>	Argentina, Brazil & Canada
6.	Ministry of Tourism	Government of India, Ministry of Tourism, Transport Bhawan, 1, Parliament Street, New Delhi	Assistant Director General Tel: 011-23717762/23735173 Email: <a href="mailto:csss.fta@gov.in">csss.fta@gov.in</a>	Sri Lanka

\*\*\*\*\*