

**APPLICATION FORM**

**SUPPORT FOR MARKETING AND PROMOTION**

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

**PART 1**

1.1	<b>Category of the Tourism Unit or, Tourism Service Provider</b> <i>(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)</i>	
1.2	<b>Name of the Applicant</b>	
1.3	<b>Complete Postal Address of the Applicant</b> <i>(With Telephone, Mobile Number &amp; Email ID)</i>	
1.4	<b>Name of the Legally Authorized Person on behalf of the Applicant, to sign the application form</b> <i>(With Designation, Mobile Number and Email ID; Attach Government Photo ID)</i>	
1.5	<b>Name of the Promoter(s) / Owner(s) / Company</b> <i>(Attach additional sheet with a brief note on the business antecedents)</i>	
1.6	<b>Registration Certificate Number &amp; Date</b> <i>(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)</i>	
1.7	<b>Status of Promoter(s) / Owner(s) / Company</b> <i>(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company &amp; applicant, GSTIN and other relevant incorporation documents from the competent authority)</i> <ul style="list-style-type: none"> <li>• Public / Private Limited Company</li> <li>• Partnership Firm</li> <li>• Proprietorship Firm</li> <li>• Society</li> <li>• Trust</li> <li>• Legal Entity, other than listed above</li> </ul>	
1.8	<b>Registration Number &amp; Date of Establishment</b> <i>(Of the certified entity, as listed in Point 1.7 of the application form above)</i>	

1.9	<b>Colored Photographs / Video Links</b> of the erected exhibition booth / meeting space at the event <i>(Attach photographs)</i>	<ul style="list-style-type: none"> <li>• Attached</li> <li>• Not Attached</li> </ul>														
1.10	<b>Bank Details of the Applicant</b> , for transfer of the incentive <i>(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)</i>															
<table border="1" style="width: 100%;"> <thead> <tr> <th data-bbox="256 461 940 510">Particular</th> <th data-bbox="940 461 1461 510">Details</th> </tr> </thead> <tbody> <tr> <td data-bbox="256 510 940 555">Name of the Account Holder</td> <td data-bbox="940 510 1461 555"></td> </tr> <tr> <td data-bbox="256 555 940 600">Bank Account Number</td> <td data-bbox="940 555 1461 600"></td> </tr> <tr> <td data-bbox="256 600 940 645">Name of the Bank</td> <td data-bbox="940 600 1461 645"></td> </tr> <tr> <td data-bbox="256 645 940 689">Bank Branch Address</td> <td data-bbox="940 645 1461 689"></td> </tr> <tr> <td data-bbox="256 689 940 734">Bank Branch IFSC</td> <td data-bbox="940 689 1461 734"></td> </tr> <tr> <td data-bbox="256 734 940 781">Bank Branch MICR Code</td> <td data-bbox="940 734 1461 781"></td> </tr> </tbody> </table>			Particular	Details	Name of the Account Holder		Bank Account Number		Name of the Bank		Bank Branch Address		Bank Branch IFSC		Bank Branch MICR Code	
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**PART 2**

*(Details of the Event)*

2.1	<b>Name of the Event, Location &amp; Date/s</b> <i>(Refer the notification from the Department of Tourism, Government of Uttar Pradesh on its website <a href="http://uptourism.gov.in/">http://uptourism.gov.in/</a> for the list of eligible events)</i>	
2.2	<b>Brief Description about the Event</b> <i>(Attach additional sheet for this information)</i>	
2.3	<b>Rent Paid for the Exhibition Booth Space</b> <ul style="list-style-type: none"> <li>• <i>Attach copy of the allotment letter, invoice &amp; proof of payment made to the event organizer</i></li> <li>• <i>The applicant needs to notify the Department of Tourism, Government of Uttar Pradesh, in advance of their participation at an eligible event, in form of a cover letter with all details, and expressing intent to avail the incentive under the Uttar Pradesh Tourism Policy 2018</i></li> <li>• <i>The application form needs to be submitted post completion of the event, with all supporting documents</i></li> </ul>	₹
2.4	<b>Post-Event Report</b> <i>(Post-event report on how Uttar Pradesh Tourism was benefitted by your participation at the event. Attach specific information like itineraries promoting tourism products of the state, collaterals created, business associations developed, contact details of buyers, etc.)</i>	
2.5	<b>Incentive Amount Claimed</b> <i>(Please refer 'Appendix – Policy Provision')</i>	₹
2.6	<b>Detail of any Benefit Claimed / Received</b> from any other Department of Central or State Government for this event	
2.7	<b>Any other Information</b> , applicant feels necessary to share for this claim	

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### INSTRUCTIONS

1. All applications must be addressed to:  
*The Director General*  
*Department of Tourism, Government of Uttar Pradesh*  
*Paryatan Bhawan*  
*C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010*
2. This incentive is applicable across the state of Uttar Pradesh
3. The applicant needs to notify the Department of Tourism, Government of Uttar Pradesh, in advance of their participation at an eligible event, in form of a letter, with all its details. The application form needs to be submitted post completion of the event, with all supporting documents. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
4. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
5. All required documents must be attached with the application form.
6. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
7. The application form must be completed in all respect and necessary supporting must be attached with the application form.
8. Use additional sheets, to provide the required information, wherever necessary.

**AFFIDAVIT**

*(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)*

I/We ..... hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] \_\_\_\_\_ under the Uttar Pradesh Tourism Policy 2018, with Registration Number \_\_\_\_\_, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory  
Seal and Signature  
(With Name, Address, Email ID and Contact Number)

Place:

Date:

**Appendix – Policy Provision**

*(Chapter 10; Fiscal Incentives & Benefits, Point 7; Support for Marketing and Promotion)*

All Tourism Service Providers operating in the state and registered with Department shall be eligible for this incentive. At the start of each financial year, the State Government will notify the name and number of such domestic and international events for which this incentive will be provided.

- A. 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 60,000 per international event.
- B. The above incentive will be provided to two events in one financial year.

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