

**APPLICATION FORM  
INCENTIVES FOR ICT ENABLEMENT**

(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>• <b>Public / Private Limited Company</b></li> <li>• <b>Partnership Firm</b></li> <li>• <b>Proprietorship Firm</b></li> <li>• <b>Society</b></li> <li>• <b>Trust</b></li> <li>• <b>Legal Entity, other than listed above</b></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> event and its various elements <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"> <thead> <tr> <th data-bbox="256 461 938 510">Particular</th> <th data-bbox="938 461 1461 510">Details</th> </tr> </thead> <tbody> <tr> <td data-bbox="256 510 938 555">Name of the Account Holder</td> <td data-bbox="938 510 1461 555"></td> </tr> <tr> <td data-bbox="256 555 938 600">Bank Account Number</td> <td data-bbox="938 555 1461 600"></td> </tr> <tr> <td data-bbox="256 600 938 645">Name of the Bank</td> <td data-bbox="938 600 1461 645"></td> </tr> <tr> <td data-bbox="256 645 938 689">Bank Branch Address</td> <td data-bbox="938 645 1461 689"></td> </tr> <tr> <td data-bbox="256 689 938 734">Bank Branch IFSC</td> <td data-bbox="938 689 1461 734"></td> </tr> <tr> <td data-bbox="256 734 938 781">Bank Branch MICR Code</td> <td data-bbox="938 734 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		
Particular	Details															
Name of the Account Holder																
Bank Account Number																
Name of the Bank																
Bank Branch Address																
Bank Branch IFSC																
Bank Branch MICR Code																

-----X-----

**PART 2**

*(Details of the Project)*

Provide Details in 2.1 or 2.2 (As applicable)		
2.1	<b>Name &amp; Date/s of the International / National level Conference, Exhibition or Event in Uttar Pradesh</b>	
	<b>Brief Description about the Conference, Exhibition or Event</b> <i>(Attach supporting documents like the event brochure, collateral, stating the objectives, program flow, activities and outcomes of the event)</i>	
	<b>Promotion of usage of ICT in the tourism sector, at the event</b> <i>(Attach detailed report about how information and communications technology (ICT) was utilized w.r.t. the tourism sector during the event, how the organization of the event promotes the usage of ICT in the tourism sector, and its impact)</i>	
	<b>Total Cost of Organizing the Event</b> <i>(Attach copy of the invoice/s, proof of payment made for various services, etc.)</i>	₹
	<b>Incentive Amount Claimed</b> <i>(Please refer Clause-A, listed in 'Appendix – Policy Provision')</i>	₹
2.2	<b>Write-up on the Audio/Video Guide/s</b> <i>(Details on the project, coverage of monuments &amp; their location, its operational methodology, technology used, equipment used, content development methodology &amp; its authenticity w.r.t. the monument, and other relevant details)</i>	
	<b>Digital Copy of the Audio/Video Content</b> <i>(To be shared in an external drive/media link, along with the application form)</i>	<ul style="list-style-type: none"> <li>• Attached</li> <li>• Not Attached</li> </ul>

	<b>Total Procurement Cost of the Equipment/s &amp; Content Creation</b> <i>(Attach copy of the invoice/s, proof of payment made for procurement of equipment/s and content creation)</i>	₹
	<b>Incentive Amount Claimed</b> <i>(Please refer Clause-B, listed in 'Appendix – Policy Provision')</i>	₹
2.3	<b>Detail of any Benefit Claimed / Received</b> from any other Department of Central or State Government for this project	
2.4	<b>Any other Information</b> , applicant feels necessary to share for this claim	

-----X-----

### INSTRUCTIONS

- 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***
- This incentive is applicable across the state of Uttar Pradesh
- 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.
- The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
- All required documents must be attached with the application form.
- The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
- The application form must be completed in all respect and necessary supporting must be attached with the application form.
- 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 9; Incentives for ICT Enablement)*

- A. The State Government will duly facilitate and support international and national level conferences, exhibitions and other events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for conducting such conferences/events shall be provided to the maximum limit of INR 5 Lakh per event, as may be approved by the State Level Committee.
  
- B. The Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to the extent of 25% of the cost of procuring the equipment/content creation or INR 25 Lakh, whichever is less. Incentive can be availed only once by the operator during the operative period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.

-----End of Document-----