



ଓଡ଼ିଶା ସରକାର
ପର୍ଯ୍ୟଟନ ବିଭାଗ

**Government of Odisha
Tourism Department**

No. 8407 / TSM, Bhubaneswar, Dated 03-06-26
TCT-RC-MISC-0008-2022

NOTIFICATION

Sub: Operational Guidelines for Incentive for Participation in Domestic & Overseas Tourism Events under Odisha Tourism (Amendment) Policy, 2026

The Government has notified the Odisha Tourism (Amendment) Policy, 2026 vide Tourism Department Resolution No. 2154-TCT-RC-MISC-0008-2022, dated. 19th January, 2026. In order to operationalise the Policy, Government has been pleased to issue the following Operational Guidelines for Participation in Domestic & Overseas Tourism Events in view of the Odisha Tourism (Amendment) Policy, 2026.

ORDER

Ordered that the Notification be published in the Extraordinary issue of the Odisha Gazette for general information and copies thereof be forwarded to all Departments of Government / Principal A.G. (Audit) / Principal A.G. (A & E), Odisha, Bhubaneswar.

By Order of the Governor

(BALWANT SINGH, IAS)

Commissioner-cum-Secretary to Government

Memo No 8408 /TSM, Bhubaneswar

Dt. 03-06-26

Copy forwarded to PS to Hon'ble Deputy Chief Minister, Odisha, Women & Child Development / Mission Shakti / Tourism Department for kind information of Hon'ble Deputy Chief Minister, Odisha.

Joint Secretary to Govt.

Memo No 8409 /TSM, Bhubaneswar

Dt. 03-06-26

Copy forwarded to the PS to the Chief Secretary, Odisha /PS to DC-cum-ACS/PS to Principal Secretary to Govt., Finance Department for kind information of Chief Secretary, Odisha/DC-cum-ACS/Principal Secretary to Govt. Finance Deptt. respectively.

Joint Secretary to Govt.

Memo No 8410 /TSM, Bhubaneswar

Dt. 03-06-26

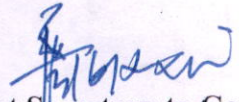
Copy forwarded to the PS to Commissioner-cum-Secretary, Tourism / Sr. PPS to Director, Tourism / DEOs to Additional Secretaries, Tourism for kind information of Commissioner-cum-Secretary Tourism/Director Tourism / Additional Secretaries, Tourism.

Joint Secretary to Govt.

Memo No 8411 /TSM, Bhubaneswar

Dt. 03-06-26

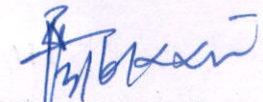
Copy forwarded to the MD, IDCO / MD, IPICOL / MD, OTDC Ltd. for kind information & necessary action.


Joint Secretary to Govt.

Memo No 8412 /TSM, Bhubaneswar

Dt. 03-06-26

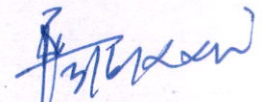
Copy forwarded to the All District Collectors / DD (T)s/ all ADTs/TDOs/ TDO (I/C)s for information & necessary action.


Joint Secretary to Govt.

Memo No 8413 /TSM, Bhubaneswar

Dt. 03-06-26

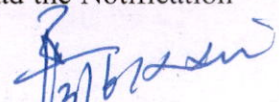
Copy forwarded to the Chairman/President, HRAO/TAAO/OTOA/IATO for information & necessary action.


Joint Secretary to Govt.

Memo No 8414 /TSM, Bhubaneswar

Dt. 03-06-26

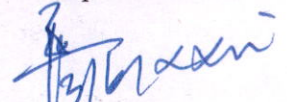
Copy forwarded to Heads of Portal Group, IT Centre, Lok Seva Bhavan / Computer Cell of Tourism Department for information & necessary action. They are requested to upload the Notification in website of Tourism Department for general information.


Joint Secretary to Govt.

Memo No 8415 /TSM, Bhubaneswar

Dt. 03-06-26

Copy forwarded to the Gazette Cell, Lok Seva Bhawan, C/o- Commerce & Transport Department (Commerce), Bhubaneswar with a request to publish this notification in the next issue of the Odisha Extraordinary Gazette and supply 100 (Hundred) copies of the same to this Department for record.


Joint Secretary to Govt.

OPERATIONAL GUIDELINES FOR INCENTIVE FOR PARTICIPATION IN DOMESTIC & OVERSEAS TOURISM EVENT UNDER ODISHA TOURISM (AMENDMENT) POLICY, 2026

(See Para – 15.1.11 of Odisha Tourism (Amendment) Policy, 2026)

1. SHORT TITLE:

Operational Guidelines for Incentive for Participation in Domestic and Overseas Events under Odisha Tourism (Amendment) Policy, 2026.

2. EXTENT:

It shall extend to the whole of the State of Odisha.

3. COMMENCEMENT:

It shall come into force prospectively from the date of issue of the operational guidelines.

4. TERMS AND EXPRESSIONS:

Terms and expressions used in this operational guideline, but not specifically defined here, shall have the same meaning as in Odisha Tourism (Amendment) Policy, 2026.

5. DEFINITIONS:

- a) **Tourism Service Providers (TSP):** Any tourism unit as defined under Odisha Tourism (Amendment) Policy, 2026, including but not limited to DoT recognised Tour Operators, Travel Agents, Tourist Transport Operators, Destination Management Companies(DMCs) and accommodation units.
- b) **Homestay:** Homestays recognised and registered with DoT/ MoT.
- c) **OTP:** Odisha Tourism (Amendment) Policy 2026
- d) **DoT:** Department of Tourism, Odisha.

6. POLICY PROVISIONS:

6.1. Overseas Tourism Events

- a) **Para- 15.1.11 (a) of Odisha Tourism (Amendment) Policy 2026:** DoT shall provide incentives to the TSPs of State recognised by DoT for participating in overseas **tourism** events. The incentive shall be limited to 80% of the space rent actually paid and 80% of travel expenses incurred by the TSP of the State subject to maximum of Rs. 3,50,000.00/- for each event. Such concession shall be limited to two events in one financial year for any agency.
- b) The TSP approved by Govt. of India, Ministry of Tourism fulfilling the eligibility criteria prescribed by Ministry of Tourism (GoI) shall be eligible to get additional reimbursement of travel expenses up to 3 additional events in one financial year. The admissibility of travel expenses shall be as per the guideline "Approved

Revised Guidelines for Marketing Development Assistance (MDA), effective from 10.03.2022", of Ministry of Tourism, Government of India and the maximum ceiling shall be Rs. 3.5 lakh per case / tour.

6.2. Domestic Tourism Events

- a) **Para- 15.1.11(b) of Odisha Tourism (Amendment) Policy 2026:** DoT shall provide incentives to registered Homestay Owners of the State, recognised by DoT and/or MoT, Government of India, for participation in domestic tourism events.
- b) The incentive shall be limited to free pavilion/ exhibition space wherever the Department of Tourism is participating having its own pavilion/ exhibition space and reimbursement of up to 80% of travel expenses actually incurred, subject to a maximum ceiling of INR 50,000/- for one event in a financial year.
- c) Provision of free exhibition space shall be allotted on first-come, first-served basis, subject to availability of pavilion/ exhibition space and administrative discretion of the Department of Tourism.
- d) In cases where the Department of Tourism is not participating, and the Homestay owner intends to participate by availing exhibition space/ kiosk on payment basis, 80% reimbursement towards space rent may be considered, subject to prior approval of DoT and combined maximum applicable ceiling of INR 50,000/-.

7. ELIGIBILITY:

7.1. Overseas Tourism Events:

- a) New & **Existing** tourism stakeholders participating in overseas tourism events are eligible for getting reimbursement of 80% of travel expenses and 80% of space rent subject to maximum Rs. 3,50,000/- per event, up to two events in a year.
- b) The TSP must be approved/ recognised by the Ministry of Tourism, Government of India, or by the Department of Tourism, Government of Odisha.
- c) The approved TSPs showing minimum FEE equivalent to INR 5 lakh in any one of the preceding **two** (2) financial years is mandatory, the number of tours may be limited to maximum of two (02) in one financial year.
- d) In case TSPs do not have direct FEE due to routing of business through other Domestic **Tour** Operators / Destination Management Companies (DMCs), they may be considered eligible subject to submission of documentary proof of indirect FEE of minimum INR 10 lakh in any one of the preceding two (2) financial years.
- e) In cases where neither the minimum direct FEE under clause 7 (c) nor the minimum indirect **FEE** under clause 7(d) is independently met, the combined total of direct and indirect FEE shall be considered, subject to a minimum cumulative FEE of INR 10 lakh in any one of the preceding two (02) financial years.
- f) Only FEE arising from inbound tourism to Odisha shall be considered for eligibility under clauses (c), (d), and (e). Foreign Exchange Earnings from outbound tourism activities shall not be considered under any circumstances.

- g) The Foreign Exchange Earnings (FEE) certificate submitted by the Tourism Service Provider shall be duly certified by a Chartered Accountant and shall mandatorily bear a valid UDIN (Unique Document Identification Number). Claims not supported by a CA certificate with a verifiable UDIN shall not be considered.
- h) DoT may, at its discretion, provide exhibition booth space/ kiosk free of cost to participating TSPs on a first-come, first-served basis in events where DoT is participating and has its own pavilion.
- i) In cases where DoT provides booth space/kiosk free of cost, no reimbursement towards space rent shall be admissible. However, where booth space/kiosk is provided on a payment basis, reimbursement towards space rent may be considered, subject to prior approval of DoT. In all cases, TSPs shall remain eligible for reimbursement of admissible travel expenses as per these guidelines.

7.2. Domestic Tourism Events:

- a) The Homestay Unit must be approved/ recognised by the Ministry of Tourism, Government of India, or by the Department of Tourism, Government of Odisha.
- b) For Homestay Owners participating in Domestic Tourism Event DoT shall provide exhibition space free of cost wherever it is participating with its own pavilion. Provision of free exhibition space shall be subject to availability and shall be at the sole discretion of the Department of Tourism.
- c) Registered Homestay Owners participating in domestic tourism events shall be eligible for reimbursement of up to 80% of travel expenses actually incurred, subject to a maximum ceiling of INR 50,000/- for one event in a financial year, only with prior approval of the Department of Tourism.
- d) In cases where the Department of Tourism is not participating, and the Homestay owner intends to participate by availing exhibition space/ kiosk on payment basis, 80% reimbursement towards space rent may be considered, subject to prior approval of DoT and combined maximum applicable ceiling of INR 50,000/-.

8. APPLICATION PROCESS (Domestic & Overseas Tourism Events):

- a) Eligible Tour Service Providers (TSPs) and Homestay owners shall submit applications for prior approval in the prescribed Application Form at Annexure-A. The Department of Tourism (DoT) shall open the application process at least sixty (60) days prior to the scheduled date of the overseas/ domestic event. Eligible TSPs/ Homestay owners shall submit applications, complete in all respects, at least forty-five (45) days before the scheduled date of the event.
- b) Applications received late or found incomplete in any respect may be considered by the Department of Tourism on a case-to-case basis, at its sole discretion.
- c) The Advertisement Sales and Promotion (ASP) section of the Department of Tourism shall examine the eligibility of the applicant and place it before the Director of Tourism for approval.
- d) The list of eligible applicants approved by the Department of Tourism shall be

communicated at least thirty (30) days prior to the scheduled date of the event through a Letter of Approval in the format prescribed at Annexure-B, to enable necessary arrangements for participation.

e) Eligible TSPs shall be entitled to reimbursement of the following admissible travel expenses and space rent as prescribed in Odisha Tourism (Amendment) Policy, 2026 subject to the ceilings and conditions prescribed under these guidelines:

- Space Rent – Charges towards exhibition booth/ kiosk, if not provided free of cost by the Department of Tourism, supported by payment receipts.
- Airfare – Economy class airfare supported by air tickets and boarding passes.
- Accommodation – Hotel accommodation in mid-segment hotels, limited to the duration of the event plus one day prior and one day after the event, supported by invoices.
- Visa Fee
- Local Transport supported by invoices.

Note: Food and beverages (F&B) and any other incidental or non-admissible expenses shall not be eligible for reimbursement.

f) Eligible Homestay Owners shall be entitled to reimbursement of the following admissible travel expenses as prescribed in Odisha Tourism (Amendment) Policy, 2026 subject to the ceilings and conditions prescribed under these guidelines:

- Space Rent- Charges towards exhibition booth/ kiosk, if not provided free of cost by the Department of Tourism, supported by payment receipts.
- Airfare – Economy class airfare supported by air tickets and boarding passes.
- Accommodation – Hotel accommodation in mid-segment hotels, limited to the duration of the event plus one day prior and one day after the event, supported by invoices.
- Local Transport supported by invoices.

Note: Food and beverages (F&B) and any other incidental or non-admissible expenses shall not be eligible for reimbursement.

g) The eligible TSPs/ Homestay owners shall submit the reimbursement claim in the prescribed Claim Form at Annexure-C within thirty (30) days of completion of the event, along with all supporting documents including copies of air tickets with boarding passes and vouchers/ receipts for space rent and accommodation, as applicable.

h) The ASP section of the DoT shall scrutinise the reimbursement claim, examine the

merits of each case in accordance with the provisions of the Odisha Tourism (Amendment) Policy, 2026 and these guidelines, and determine the admissible quantum of reimbursement. The scrutiny note with suitable recommendations shall be placed before the Director Tourism for effecting sanction.

- i) In case of rejection of the application or claim, the reasons for rejection shall be communicated to the applicant in the format prescribed at Annexure-D.
- j) Upon approval of the competent Government authority, the DoT shall issue the sanction order and release the admissible incentive amount within seven (07) days from the date of issue of the sanction order, subject to availability of funds.
- k) The ASP section shall submit half yearly report on expenses incurred on reimbursement for this category before SSWCC for perusal.

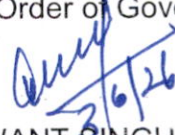
9. REJECTION:

In case of rejection of application, the reasons for rejection shall be communicated to the applicant within 30 days of receipt of application from the claimant by the respective agencies in the format prescribed at Annexure -'D'.

10. MISCELLANEOUS:

- a) Department of Tourism shall notify the important domestic and overseas tourism event from time to time.
- b) Time limits prescribed in this guideline are of working days only.
- c) Department of Tourism may further modify these guidelines with the approval of the Government for smooth implementation of the tourism policy as and when required.
- d) Department of Tourism is the competent authority to clarify doubts if any arises in future on any of the provisions etc. with regards to these guidelines and the clarifications given by the Tourism department in this regard will be final and binding.
- e) The financial implications in implementation of these guidelines may be met out of the existing budgetary provisions of Department of Tourism.

By Order of Governor


(BALWANT SINGH, IAS)

Commissioner-cum-Secretary, Tourism

Annexure-A

APPLICATION FORM FOR OBTAINING PRIOR APPROVAL FOR PARTICIPATION IN
DOMESTIC/ OVERSEAS TRADE FAIR / EXHIBITION/ EVENTS/ ROAD SHOWS

1	Name of the Firm and registration number	
2	Category of Applicant (Tick whichever is applicable)	☐ Tourism Service Provider (TSP) – Overseas Event ☐ Registered Homestay Owner – Domestic Event
3	Nature of TSP (only in case of Overseas event)	
4	Name & Designation of the person(s) proposed to participate in the Overseas/ Domestic Tourism Event.	
5	Certificate of Revenue Earning during the two preceding financial years duly certified by the CA. (Certificate to be attached only in case of Overseas event)	In INR: In Foreign Exchange (If any): UDIN of CA Certificate: Name of the Certifying Chartered Accountant: CA Membership No.:
6	Name of the Fair / Exhibition / Road show/ Event proposed to participate and date	
7	Proposed date of Departure	
8	Proposed date of Return	
9	Details of Financial Assistance availed till application date (in current Financial Year)	
	i. Details Road shows/ events participated	
	ii. Amount received	

Declaration:

I/We hereby declare that the above information is true and correct and that I/We shall abide by the provisions of the Odisha Tourism (Amendment) Policy, 2026 and its operational guidelines.

Place:

Date:

Signature of Authorised Person of
recognised TSP/ Homestay Owner

Name & Designation with Stamp

ANNEXURE -B

OFFICE OF THE DIRECTOR TOURISM GOVERNMENT OF ODISHA

Letter No. _____ / Date _____

LETTER OF APPROVAL

(Strike out whichever is not applicable)

To

Ms./Mr. _____

M/s. _____

Your application for participation in Overseas / Domestic Tourism Events
_____ scheduled to be held from _____ to _____ is
hereby approved subject to clause no. 15.1.11 under Odisha Tourism (Amendment)
Policy, 2026 and its operational guidelines.

Signature of Authorised Officer of DoT

Name and Designation

ANNEXURE-C

CLAIM FORM FOR SANCTION OF INCENTIVE RELATED TO PARTICIPATION IN
OVERSEAS/ DOMESTIC TRADE FAIR / EXHIBITION/ EVENTS AND ROAD SHOWS

1	Name of the Firm/ Homestay and Registration Number																						
2	Copy of the approval letter of DoT <i>(To be attached)</i>																						
3	Documentary Proof of attended event <i>(Mandatory for submission of Claim)</i> (Please attach one page report on B2B meetings, along with Geotagged Photographs and scanned copy of Visiting Cards)																						
4	Detail of expenditure incurred <i>(Invoices of all expenses mentioned below to be attached)</i>																						
	<table border="1"> <thead> <tr> <th>Sl.</th> <th>Nature of Expenses</th> <th>Amount in INR</th> </tr> </thead> <tbody> <tr> <td>i</td> <td>VISA Expenses <i>(Only in case of Overseas event).</i></td> <td></td> </tr> <tr> <td>ii</td> <td>Expenses related to Air Journey through economy class <i>(Copy of the ticket & boarding pass to be attached).</i></td> <td></td> </tr> <tr> <td>iii</td> <td>Space rent paid for the exhibition</td> <td></td> </tr> <tr> <td>iv</td> <td>Expenses related to Accommodation.</td> <td></td> </tr> <tr> <td>v</td> <td>Expenses related to local transport.</td> <td></td> </tr> <tr> <td></td> <td>Total</td> <td></td> </tr> </tbody> </table>	Sl.	Nature of Expenses	Amount in INR	i	VISA Expenses <i>(Only in case of Overseas event).</i>		ii	Expenses related to Air Journey through economy class <i>(Copy of the ticket & boarding pass to be attached).</i>		iii	Space rent paid for the exhibition		iv	Expenses related to Accommodation.		v	Expenses related to local transport.			Total		
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iv	Expenses related to Accommodation.																						
v	Expenses related to local transport.																						
	Total																						
5	i) Overseas Events (TSPs): 80% of space rent and 80% of travel expenses, subject to a ceiling of ₹3,50,000/- per event. <i>(Amount in INR)</i> ii) Domestic Events (Homestay Owners): Reimbursement of up to 80% of travel expenses and exhibition space, subject to a ceiling of ₹50,000/- for one event in a financial year. <i>(Amount in INR)</i>																						

I/We hereby declare that the information furnished above is true and correct to the best of

my/our knowledge and belief, and that all supporting documents submitted are genuine.
I/We undertake that any discrepancy found at a later stage may lead to rejection of the
claim and recovery of the incentive amount, along with applicable penalties as per rules.

Place

Date

Signature & Seal of Authorised Person

Name and Designation

ANNEXURE-D

OFFICE OF THE DIRECTOR TOURISM GOVERNMENT OF ODISHA

Letter No. _____ Date _____

(Strike out whichever is not applicable)

To

Ms./Mr. _____

M/s _____

At _____

Po. _____

Dist. _____

This is to inform that the application for reimbursement of expenditure on participation in Overseas/ Domestic Tourism Event _____ (name of the event) has been rejected due to following reasons.

(Specify the reasons)

1.

Director Tourism

with seal & date _____.