



GOVERNMENT OF MEGHALAYA  
DIRECTORATE OF TOURISM

**EXPRESSION OF INTEREST (EOI)**

**Project Title:** Expression of Interest for ‘Meghalaya Support for Tourism Event Program, (M-STEP)’

**EOI Ref No:** No. M/D-Tour.110/2023/Pt, Dated 26 June 2024

<p>Expression of Interest is being invited for providing grants or sponsorship to local agencies from Meghalaya, under the ‘Meghalaya Support for Tourism Event Program, (M-STEP)’ guidelines for various tourism related events/ festivals.</p> <p>Interested agencies/ groups can visit the Meghalaya Tourism website for the scheme details. Agencies or groups who have already submitted proposals to the Tourism Department earlier will also have to apply as per the Eoi.</p>	
Last date of receiving of EOI	31 <sup>th</sup> July, 2024
Scheme guidelines/ details will be available at	<a href="http://www.meghalayatourism.in">www.meghalayatourism.in</a>
EOI Submission Mode	Through physical mode
Address for communication and submission of EOI -	Director of Tourism, Nokrek Building, Lower Lachumiere, Shillong, Meghalaya - 793001

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Director of Tourism  
Government of Meghalaya  
Shillong

## **1. Introduction to Meghalaya - Support for Tourism Event Program (Music & Culture)**

Nestled in the northeastern region of India, Meghalaya, often referred to as the "Abode of the Clouds," boasts a captivating landscape that encompasses undulating hills, meandering rivers, cascading waterfalls, verdant forests, a rich tapestry of flora and fauna, and a vibrant cultural heritage that is unlike any other. This enchanting state holds immense potential for the flourishing of tourism. Over the past several years, Meghalaya has emerged as a rapidly burgeoning destination that entices not only domestic but also international travelers seeking to immerse themselves in its natural wonders and vibrant traditions.

The heart and soul of Meghalaya lies in its people, who are renowned for their deep-rooted love for music and their distinctive cultural identity. This passion for music is celebrated with zeal and fervor throughout the year, as the state plays host to a myriad of festivals that showcase the region's diverse and captivating culture. From the melodious tunes of traditional Khasi music to the rhythmic beats of the Garo tribal drums, these festivals offer a glimpse into the vibrant tapestry of Meghalaya's cultural landscape.

While the Government of Meghalaya in entirety sponsors three major festivals namely, Shillong Cherry Blossom Festival, the Me.gong Festival in Tura and the Winter Tale, keeping in mind the requirement to provide necessary support for other festivals, the Government of Meghalaya is launching this scheme for providing grants or sponsorship to local agencies for hosting other small-scale festivals.

Government of Meghalaya will provide a grant/sponsorship for organizing a festival in the State of Meghalaya of up to 50 lakhs, under following categories:

### **i. Small Festival- Sponsorship up to INR 5 lakhs**

Small festivals are those organized for the community, catering to the needs of a small community and/or a specific locality, with an expected patronage not exceeding 500 persons. These events typically span one day.

### **ii. Medium Festival – Sponsorship starting INR 5 lakhs up to 25 lakhs**

Medium-sized events are organized for towns or villages and aim to represent different communities, highlighting specific aspects of their cultures. They typically span a minimum of 1-2 days and anticipate an attendance of over 1000 persons.

### **iii. Large Festival- Sponsorship starting INR 25 lakhs up to 50 lakhs**

Large festivals are organized at the state level and encompass activities that extend beyond a single venue. They may span multiple venues over multiple days and expect an attendance of over 3000 persons. These festivals can range from a minimum of 2 days to a maximum of 1 week and feature performances by various musicians and cultural groups.

### **iv. Festival organized by the Deputy Commissioners- Sponsorship up to 25 lakhs**

The festivals, organized at the district level under the auspices of the Deputy Commissioner's office and draw a crowd of more than 1500 attendees. These festivals often span 1 to 2 days and showcase a variety of musical performances and cultural group presentations.

*\*The allocation of sponsorship for each project will be determined by the Expert Tender Committee appointed by the Government of Meghalaya.*

## **2. Scope of Scheme**

This scheme encompasses entities, including NGOs, societies, agencies, proprietary organizations, and socio-cultural groups within Meghalaya. Its primary objective is to provide financial sponsorship support for various cultural initiatives, including but not limited to cultural programs, workshops, festivals, exhibitions, symposia, and the production of dance, drama-theatre, and music events.

This scheme is also open to the office of the Deputy Commissioners deployed in the State of Meghalaya for organizing district level festivals.

It is essential to note that this scheme will not extend to organizations or institutions engaged in religious activities or educational institutions, such as schools and colleges. College or university festivals are not eligible for support under this program.

Grants will be allocated to facilitate various forms of interactive platforms, including music and cultural programs, workshops, symposia, and exhibitions, supporting productions on subjects that hold significance for the preservation and promotion of cultural heritage, music, and creative endeavors in Meghalaya.

## **3. Eligibility**

- a. The applicant organizations that are voluntary organizations or NGOs, should, in order to qualify for the grant, have a properly constituted managing body with its powers, duties and responsibilities clearly defined and laid down in the form of a written constitution.
- b. The Organization must have tied up or planned the matching resources at least to the extent of 50 % of the project cost.
- c. The organization should possess the necessary facilities, resources, personnel, and experience to effectively undertake the event or project for which they are seeking a grant.
- d. Preference will be given to organizations with a track record of successfully organizing similar functions or events as the one they are applying for. Past experience in hosting such functions will be considered in the evaluation process.

## **4. Activities to be assisted and extent of assistance**

Financial assistance may be given for organizing musical concerts, cultural festivals, workshops, exhibitions, and the production of various art forms, including dance, drama-theatre, and music, with a focus on significant cultural themes and artistic endeavors.

## 5. Quantum of assistance

Grant for specific projects under Para 4 above shall be restricted to 50% of the expenditure, subject to a maximum of Rs.50.00 lakhs as per project category (small, medium, large festivals). The quantum of assistance to be provided is tabulated below:

Category of event/festival	Brief Description	No. of Patrons	No. of days	Quantum of Grant
Small Event (maximum of 7-10 events in a year)	Small festivals are those organized for the community, catering to the needs of a small community and/or a specific locality	200 - 500	1	Up to INR 5 lakhs
Medium (maximum of 5 events in a year)	Medium-sized events are organized for towns or villages and aim to represent different communities, highlighting specific aspects of their cultures.	501-3000	1-2	5 lakhs – 25 lakhs
Large (maximum of 2 events in a year)	Large festivals are organized at the state level and encompass activities that extend beyond a single venue	More than 3000	2- 7 days	25 lakhs up to 50 lakhs
Festival organized by the Deputy Commissioners (One event per district. Preference will be given to districts which do not host major festivals sponsored	Festivals, organized at the district level under the auspices of the Deputy Commissioner's	More than 1500	1-2 days	Up to 50 lakhs

Category of event/festival	Brief Description	No. of Patrons	No. of days	Quantum of Grant
by the State)				

## 6. Accounting Procedure

Separate accounts shall be maintained in regard to the grants/sponsorship released by the Government of Meghalaya.

- a. The grantee organization shall submit to the Government of Meghalaya Statement of Accounts audited by a Chartered Accountant, stating out the expenditure incurred on the approved project and indicating the utilization of the Government grant in the preceding years. If the utilization certificate is not submitted within the prescribed period, the grantee shall arrange to refund immediately the whole amount of the grant received together with interest thereon.
- b. The grantee organization will be open to a review by the Government of Meghalaya by appointing a committee or in any other manner decided by the Government as and when deemed necessary by the Government.
- c. It will be subjected to such other conditions and rules as may be prescribed by the Government guidelines from time to time.

## 7. Procedure for submission of Application

A one-time Expression of Interest (EoI) will be invited by the Tourism Department, wherein applicants can submit their proposals for tourism events as per the guidelines. The application in the prescribed proforma (see Annexure-I) for grant under the scheme may be sent to the Director, Directorate of Tourism, Meghalaya. The application should include –

- Soft copy of Project Report in PDF format enlisting details of
  - Description of the project for which assistance is requested, including its duration and the qualifications and experience of the staff to be employed for the project.
  - Rationale for support by Government
  - Expected Footfalls
  - Media coverage plan
  - O&M Plan
  - Potential Impact & Outcomes
  - Management plan for traffic, security, waste etc.
  - Financial statement of the project providing itemized details of recurring and non-

- recurring expenditures separately.
- Details of the source(s) from which funds will be managed.
  - A statement of income and expenditure of the applicant organization for the previous three years and a copy of the balance sheet for the previous year, certified by a Chartered Accountant or a Government Auditor.
  - Details of the bank account to facilitate the electronic transfer of sanctioned funds.
- In addition to the above Project report, the following documents must be attached with the application-
    - Constitution of the Organization.
    - Constitution of the Board of Management or Governing Body and particulars of each member.
    - Copy of the latest available Annual Report.
  - A presentation may be scheduled by the Department in case deemed necessary. The details of the same shall be communicated to the applicant at least 7 days prior to the scheduled date of the presentation.
  - Applications for the festivals to be organized at the district level under the auspices of the Deputy Commissioner's office will have to follow a similar application process wherein the DC needs to submit the soft copy of Project Report in PDF format mentioned above. Furthermore, the DCs will have to provide details of the event management agencies who will be organizing such events on behalf of the DCs.

**Note:** This is a rolling out sponsorship initiative and the proposal will be evaluated accordingly when received.

## **8. Mode of Selection**

- a. The grant/sponsorship recommendations within the Scheme will be evaluated and suggested by an Expert Committee specifically established for this purpose.
- b. The Expert Committee will scrutinize grant applications during the presentation held whenever such proposal is received, contingent on the availability of funds and the number of applications received. The sponsorship/grant will be given on first come first serve basis.

## **9. Disbursal of Funds**

- a. The grant under the Scheme will be released in two installments each of 40% (1<sup>st</sup> Installment – Pre-event) and 60% (Second Installment-Post event after successful evaluation of the event conducted by an authorized official including submission of the festival report by the event organizers and all necessary documents such as Utilization Certificates, etc.)
- b. The applicant has to furnish utilization Certificate with proof of expenses incurred for the event under consideration for disbursal of second installment.

## **10. Implementing Agency**

While the scheme shall be governed by the Directorate of Tourism, the implementing agency and day to day operations for the scheme shall be managed by the Meghalayan Age Limited, a State Govt. company under the aegis of the Planning Department, which has been incorporated under Section 2 (45) of the Companies Act, 2013. The key responsibilities of MAL shall include, but not limited to –

- a. Evaluation of proposals on recommendation of the Directorate of Tourism
- b. Set up evaluation process for Expert Committee
- c. Financing these festivals upon approval from the Directorate of Tourism
- d. Timely disbursement of funds
- e. Post event impact assessment
- f. Accounting Reviews, if any
- g. Others

## **11. Output of the Scheme**

The grantee organizations are required to:

- a. Ensure the branding of Meghalaya Tourism as the primary sponsorship partner should be put up in all the communication across channels.
- b. Agency are required to upload videos of their Production/Function/ Workshop etc. crediting Meghalaya Tourism in all the platforms.

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## Annexure-I

### Application Format for application for grant under Meghalaya Music & Cultural Production Scheme

Applications are invited for financial assistance under the aforementioned scheme from eligible entities. Applicant Organization may send the completely documented applications, in the enclosed proforma. The application should be addressed to The Director, Directorate of Tourism, Meghalaya, Shillong. Organizations may apply for Financial Assistance under the scheme throughout the year.

#### DOCUMENTS TO BE ATTACHED

- I. Constitution of the Organization with appropriate details
- II. Constitution of the Board of Management or Governing Body and particulars of each member.
- III. Copy of the latest available Annual Report
- IV. A detailed project report including-description of the project for which assistance is requested along with its duration and qualifications and experience of the staff to be employed for the project;
- V. Item-wise details of recurring and non-recurring expenditure separately, and the source(s) from which counterpart funds will be obtained
- VI. A statement of income and expenditure of the applicant organization for the previous three years and a copy of the balance sheet for previous year certified by a Chartered Accountant or a Government Auditor
- VII. Details of the bank account to enable electronic transfer of sanctioned funds

**Note:** *Incomplete applications not supported by the required documents will be summarily rejected.*



## **APPLICATION FORM**

1. Name of the Organization:
2. Postal Address (with telephone/fax/e-mail address):
3. Date of Establishment & Registration of the Organization:
4. Registration number of the Organization, if applicable.:
5. Permanent Account Number (Income Tax):
6. Name of the Banker & Account Number:
7. Brief details of the Institution/Organization, its objectives, and activities:
8. Title of the proposed Project:
9. Date & Period of execution:
10. Synopsis of the project (to be annexed):
11. Details of the project (to be annexed):
12. Total estimated cost of the project (items-wise details to be annexed):
13. Amount of assistance sought from the Directorate:
14. Details of the other sources of finance for the project (matching share):

15. I certify and declare that:

a) The particulars of statements made above are true

b) The institution/organization will abide by the rules and conditions laid down by the Directorate of Tourism.

Signature

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Name:

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Designation:

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Office Stamp:

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**Note:** Please enclose all the documents and furnish full information as indicated in enclosed check-list.

## CHECK LIST

(To be enclosed with the application)

No.	Information given/documents attached	Whether information given/documents attached (Please write Yes/No or Not Applicable (NA))
1	Registration Number	
2	Copy of the Registration Certificate and Memorandum of Association to be attached	
3	Permanent Account Number (if applicable)	
4	Project in brief in not more than 500 type-written words	
5	<p>Synopsis of the Project must include, but not limited to</p> <ul style="list-style-type: none"> <li>• Description of the project for which assistance is requested, including its duration and the qualifications and experience of the staff to be employed for the project.</li> <li>• Rationale for support by Government</li> <li>• Expected Footfalls</li> <li>• Media coverage plan</li> <li>• O&amp;M Plan</li> <li>• Potential Impact &amp; Outcomes</li> <li>• Management plan for traffic, security, waste etc.</li> <li>• Financial statement of the project providing itemized details of recurring and non-recurring expenditures separately.</li> <li>• Details of the source(s) from which funds will be managed.</li> </ul>	
6	Complete details of cost of proposed project	
7	Audited statement of accounts & utilization certificate in respect of grants released by the Directorate on earlier occasions	
8	Last three year's receipt and payment account and balance sheet with auditor's certificate	

\*\*Signature-----

Name-----

Designation-----

Office Stamp-----

\*\*The signature must be similar to that in application.