

Uttar Pradesh

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UTTAR PRADESH TOURISM

Operational Guidelines - Tourism Policy 2022

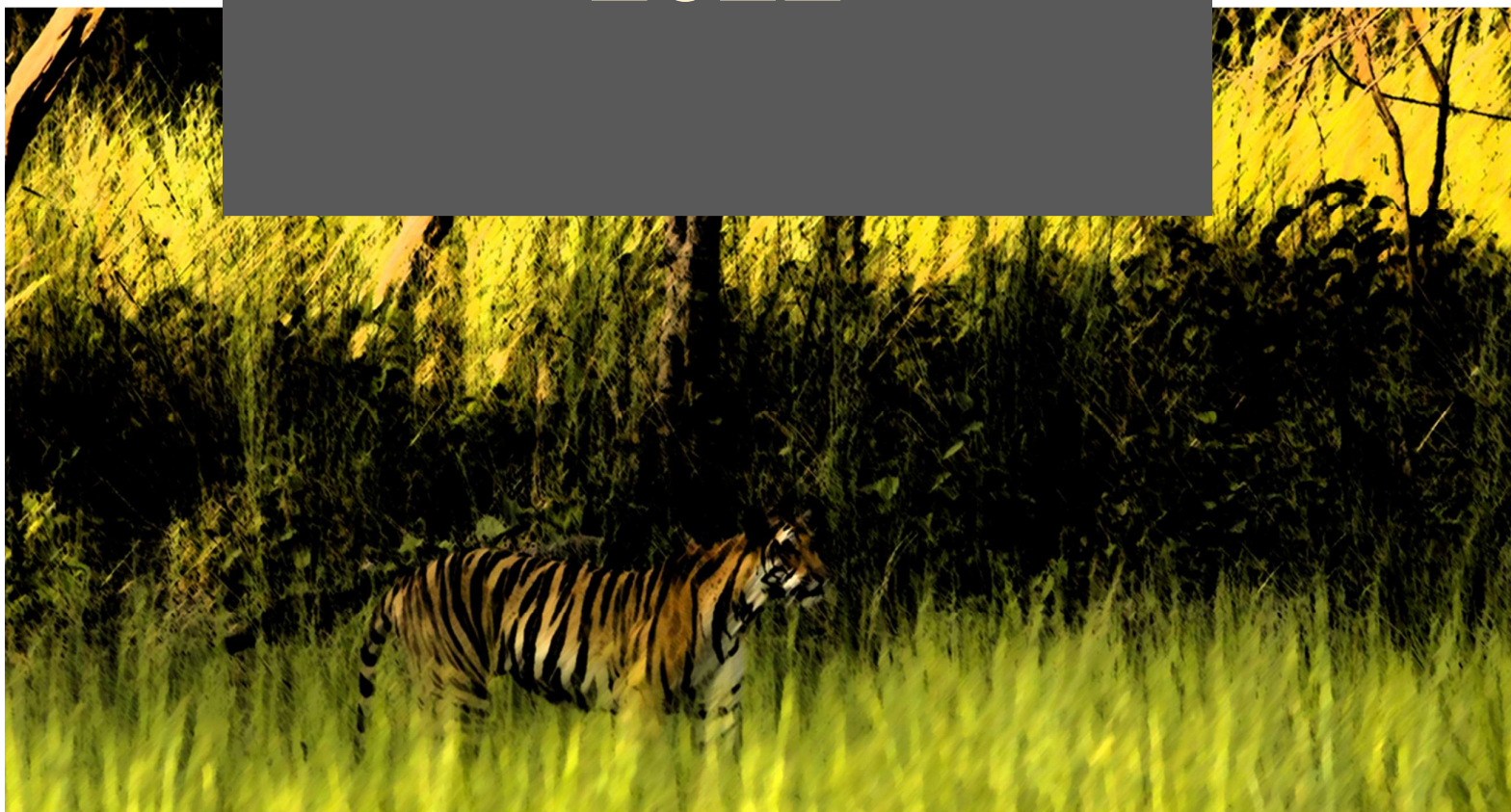


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1 Introduction

Title

Operational Guidelines under “**Tourism Policy 2022 - Government of Uttar Pradesh**”.
This document shall help any user of the policy to interpret and comprehend the policy.

Period of Operation

This scheme comes into effect from 23rd November 2022 and shall remain in force for a period of 5 years or until substituted.

Coverage

The units under Uttar Pradesh Tourism Policy 2022 will include:

- 1 Tourism units which have already availed benefits under the tourism policy of 2016 and 2018, implemented earlier, will get benefits within the permissible limits of expansion under this policy.
- 2 Tourism units built or under construction or non-operational after 1st February 2018 but registered under the Tourism Policy 2018 and start commercial operations during the operative period of Tourism Policy 2022 will be eligible as per the rules to get the permissible benefits under this tourism policy.
- 3 Heritage buildings, palaces, forts and other old, classified buildings constructed before 1st February 2016 and converted into tourism units through adaptive reuse will be allowed to obtain benefits under this policy. Determination of eligibility for providing financial incentives/subsidies to these units will be done through the District Scanning Committee after inspection and evaluation. The final approval of a Special Category Building shall be decided by State level Special Tourism Committee.
- 4 All eligible tourism units registered under Tourism Policy 2022.

Interpretation

Any dispute that may arise in connection with the interpretation, application, or non-compliance with the provisions under this Policy shall be referred to the State Level Committee and their decision in this regard shall be final and binding upon all concerned.

Amendment

Any policy level decision on the above shall be referred to a committee under the chairmanship of the Chief Secretary of Uttar Pradesh (State Level Empowered Committee), on whose recommendation the final decision will be taken by the Chief Minister of Uttar Pradesh. This shall be final and binding upon all concerned.

2 Definitions

2.1 Tourism units

All projects / constructed spaces being developed in accordance with the conditions laid down for different categories of tourism units in the policy document (Tourism Policy 2022)

2.2 State Government

“State Government” means the Government of Uttar Pradesh

2.3 Nodal Agency

“Nodal agency” means the Directorate of Tourism, Government of Uttar Pradesh. Address is Paryatan Bhawan, C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010, Uttar Pradesh, India

2.4 Eligible Tourism Unit

Eligible Tourism Unit shall mean all such tourism units which are eligible to receive all admissible subsidies, incentives, and concessions under UP Tourism Policy 2022 (Chapter 4).

Eligible Tourism Unit can be a single business entity, which shall mean a Proprietorship firm (must be registered under at least two Acts i.e., Shop and Establishment Act and any other Act), a company incorporated under Companies Act 1956 or 2013, a Partnership firm registered under Indian Partnership Act 1932, or a limited liability partnership firm registered under Limited Liability Partnership Act 2008.

Eligible Tourism Units comprise of the following four categories:

- 1 **New tourism units:** Tourism units which have not commenced commercial operations till the date of promulgation of this policy i.e., 23rd November 2022. The category will also include Tourism projects in PPP mode whose commercial operation commences after 23rd Nov 2022 irrespective of the date of Concession Agreement with any State Government Agency.
- 2 **Tourism units which are either under construction or not yet completed construction but not yet operational** till 23rd November 2022, irrespective of their start date of construction or completion or date of approval of project layout/masterplan maps from concerned authority(s).
- 3 **Projects / constructed spaces being developed as Tourism units, through adaptive reuse** and not yet commenced commercial operations as tourism units till 23rd November 2022. This will include heritage hotels etc.
- 4 **Tourism units that are already operational before 23rd November 2022 and have undertaken expansion** of 25% or more of its existing capacity either in terms of built-up area or in terms of existing plinth area of the building according to the

permissible building bylaws. Only the expansion project of an existing Tourism unit will be eligible for all admissible subsidy assistance during the operative period of this policy.

Further, only for the purpose of industry status and benefits thereof, it also includes, 4 star and 5 star classified hotels recognized by Ministry of Tourism, Government of India (as per prevalent guidelines) and the hotels which are classified under the topmost category (Diamond category or any other name of the topmost category) of State Government's own hotel classification system, irrespective of their date of commencement of operation / date of completion of construction / date of map approval.

2.5 Registration Certificate

Shall mean the certificate issued by the Department to the Eligible Tourism Unit to avail admissible incentives, subsidies, and concessions under the Tourism Policy 2022

2.6 Eligible Components of Investment Amount (ECI)

i. Means investment in fixed assets for the purposes of developing Eligible Tourism Units defined in this Policy. The components of said investment shall include:

- **Land** (only the eligible part) **purchased at circle rate or transaction rate whichever is lower** as per the registered sale deed, during the operative period, under ownership of registered tourism unit/name of the proprietor and is being used exclusively for the construction and operation of eligible tourism unit(s).

The eligible part of the land cost will mean:

- Cost of the plinth area as approved in the layout map/master plan excluding service areas such as water treatment plant, sewerage treatment plant and such ancillary facilities etc which are non-core areas of respective Eligible Tourism unit
- Cost of land purchased at prevailing circle rate at the time of purchase subject to maximum of 10% of the ECI for Eligible Tourism units in case of Caravan Parking Places, Public Golf Course units- Open and Non-restricted and Theme Park/ Amusement Park/ Water park.
- **Cost of Building** i.e., any built-up area and all such constructed spaces which are required for the commercial operation of the eligible tourism unit which include but are not limited to:
 - Landscape (only 5% of the total ECI)
 - In case of Adaptive Reuse, the cost of Classified and Heritage Buildings, prior to adaptive reuse development as declared by applicant or assessed by Chartered Engineer in the Panel of Department of Tourism, will not be considered as an eligible project cost
- **Plant and Machinery (as mentioned under the 'machinery and plant' subhead in the depreciation schedule used for computation of income tax) which include but are not limited to:**

- Televisions (not more than Rs. 1 lakh per Television)
- Chandeliers (not more than Rs. 75 thousand per chandelier)
- Amusement rides/games
- Safety equipments (e.g., fire detector and firefighting system, fire extinguisher, smoke detector, sprinkler, surveillance systems, door metal detector, handheld metal detector, room barrier, vehicle scanner, etc.)
- Sound and PA system etc.
- Electrical fittings (electrical wiring, switches, and sockets etc.)
- Heating Ventilation and Air-conditioning (HVAC) equipment (including split and window AC), water heating system
- Non-shiftable equipments for kitchen, laundry, wellness, conventional hall, exhibition halls etc.
- D.G power backup (for self-use)
- Adventure Sports equipment(s)
- Rainwater harvesting system, Solar/bio energy system
- Sewerage treatment plant and waste management system
- Water supply system (pipeline, tanks, pump house, water treatment plant, etc.)
- Equipments for gymnasium
- Underground/ multi-level parking machinery and equipments
- Establishment of treatment plant for Air and Water Pollution/ incinerator etc.
- Telecommunication Tower (self-established for own use), WIFI routers, boosters
- Computers including software's
- Other equipment(s) including vehicles / boats / ships/ cruise etc. (which are registered in the name of the eligible tourism unit) which are exclusively used for working of the eligible tourism unit.

- **Cost of development of the site of the location of the eligible tourism unit, such as**

- Boundary wall, fencing, entrance gate, guard room
- Store, kitchen
- Construction of all internal roads
- Underground/ multi-level parking
- Construction of linkage/ approach roads as per need (maximum length of 1,000 mts and width as per local bylaws as per the prevailing SOR of PWD)
- All power infrastructure used to facilitate electricity supply to the tourism unit, (e.g., electric poles, transformers, substations, etc.)
- Establishment of sound, light, public address & internet system, and network of fixed nature
- Electric lining, gas/steam, water supply lining
- Swimming pool, establishment of stationary swing-set, climbing walls, amusement/playing structure, etc. in play areas and parks and related infrastructure, which the eligible tourism unit must incur under the project.

— Fixed residential tents for tourists

- Any Consultancy charges related to the establishment/operationalization of the eligible Tourism unit like Fees paid for obtaining technical know-how, etc. (actual consultancy paid or Rs 10 lakhs, whichever is lower excluding GST/Tax).
- Any service charges e.g., Installation charges for machinery/equipments/ services
- Any other component which is not mentioned in the eligible components but is felt necessary for functioning of the tourism unit(s). Such components will be identified by District Scanning Committee and recommended to the State Level Special Tourism Committee for further consideration and approval.
- The above investment should be made till the date of application for claim on subsidy.

2.7 Ineligible Components of Investment Amount

The following investment heads with respect of the unit shall be **ineligible for incentives/subsidy/concession**.

- Working Capital
- Interest Capitalised
- Pre-operative expenses and preliminary expenses
- Second-hand plant and machinery purchased or shifted from within or outside India
- Consumable stores/ inventories for maintenance or repairs
- Furniture and fixtures, mattresses, linens, curtains, carpets/matting, cutlery, crockery, and utensils
- Any taxes including GST, fees/bills payable to the State or Central Government
- All such constructions which are not being exclusively used for the working of the **eligible tourism unit** and which are meant for sale / lease / rent. However, the expenses done on such construction will be part of eligible components of investment for following tourism units:
 - a. Cultural centres (If constructed more than 5 allowed shops/commercial sale outlets)
 - b. Cultural, Rural Village or Tourist Village (If constructed more than 1 allowed souvenir shop)

2.8 Commencement of commercial operations

Date of commencement of commercial operations i.e., first invoice of the eligible tourism unit open to tourists for new tourism units.

2.9 Focus Tourism Destinations (FTD)

These are destinations of Uttar Pradesh identified by the Department of Tourism for Prioritized Tourism Development to provide an integrated and holistic experiences for the

tourists. The Department shall carry out a detailed review of the previously identified tourism destinations of UP as well as other tourism destinations with promising potential. **The list of FTDs along with its geographical demarcation shall be notified by the Department from time to time.** The decision of the State Level Special Tourism Committee (“Destination Management organizations) shall be final for determination of FTD and its geographical demarcation.

2.10 Unserved Destinations

These are destinations within Uttar Pradesh with tremendous tourism potential but lack tourism infrastructure. The department shall update the list of unserved destinations from time to time on the departmental website. There shall be a detailed review of the identified tourism destinations of UP as well as other tourism destinations that have tremendous tourism potential but lack tourism infrastructure. The decision of the State Level Special Tourism Committee shall be final for determination of unserved destination and its geographical demarcation.

3 Location of Sites

3.1 Location of sites in Mega Circuits

The description of each tourism site mentioned under each of the Mega Circuits in Tourism as provided in the Policy 2022 (chapter 3) is further detailed out in Annexure 1 (Chapter 14)

3.2 Location of unserved locations and FTD

The locational details of “Unserved Location” and “FTD” (Focus Tourism Destination) as defined in Tourism Policy 2022 shall be published in departmental website from time to time as and when they are notified.

4 Industry Status

Star-category hotels, resorts and defined eligible tourism units registered with Uttar Pradesh Tourism Department shall be conferred industry status. The incentives are as follows

The incentives being provided due to the industry status:

- Electricity duty shall be charged as per Industry rates from star classified and registered hotels. **The Benefit shall be provided to all 4 star and 5 star-classified hotels recognized by Ministry of Tourism, Government of India (as per prevalent guidelines) and to the hotels which are classified as topmost category (namely diamond category or any other name of the topmost category) of Department of Tourism, Government of Uttar Pradesh’s own hotel classification system.**
- House Tax (Property tax) and Water sewerage tax of Nagar Nigam and Jal Sansthan as levied on the industries shall be applicable to all registered tourism units as described in Tourism Policy 2022. **The prescribed procedure and format(s) will be available in the SOP and published in department’s website**

- Construction of hotels and resorts will be allowed on the land situated in industrial areas established / developed by State Government and on the land that has been demarcated for industrial usage by the respective Development Authorities. Such hotels and resorts will be conferred industry status. **The prescribed procedure and format(s) will be available in the SOP and published in department's website**
- Such Hotel and Resort construction shall be permitted in the industrial areas as per policy decided by relevant industrial authority and respective Industrial authority(s) shall notify specific detailed bylaws for sanction of maps for such allowed hotels and resorts. **The prescribed procedure and format(s) will be available in the SOP and published in department's website**
- Till such notification(s) are issued, the building bylaws of Housing and Urban Development Department, Government of Uttar Pradesh may be followed along with the guidelines mentioned in the existing industrial bylaws by the industrial authorities.

Necessary Details

- a) *Beneficiaries shall be registered with the Department of Tourism to avail the benefits of industry status through IT Portal/Website*
- b) *This incentive is available to tourism units as per eligibility as mentioned above established anywhere in the state of Uttar Pradesh*
- c) *Department of Tourism will finalize its own hotel classification system and define the topmost category (namely diamond category or any other name of the topmost category) standards and publish list of the names in its website time to time*

5 Subsidies

The Department of Tourism, Uttar Pradesh shall offer the following subsidies for eligible tourism units that have been registered under Tourism Policy 2022.

5.1 Capital Investment Subsidy

All eligible tourism units are eligible for capital subsidy as per the given quantum. 100% of the capital investment subsidy amount shall be granted post the successful commercial operations of the eligible tourism unit.

Investment amount (INR)	Subsidy percentage	Ceiling subsidy (INR) (Subsidy percentage or ceiling subsidy, whichever is lower)
10 lakhs - Upto 10 crore	25%	2.0 crore
Upto 50 crore	20%	7.5 crore
Upto 200 crore	15%	20.0 crore
Upto 500 crore	10%	25.0 crore
More than 500 crores	10%	40.0 crore

Necessary Details

- a) *Tourism units that are within 20 kms of the sites (as mentioned in Chapter 3), will be eligible to apply for capital or interest subsidy or both in case of heritage hotels and homestays. Additionally, tourism units in unserved destinations and FTDs (as published by the Department), will also be eligible to apply for capital or interest subsidy or both in case of heritage hotels and homestays.*
- b) *This subsidy will be calculated on the components under eligible capital investment. Investments made under the components for ineligible capital will be excluded from the calculation for capital subsidy.*
- c) *The cost of land will only include the cost of the plinth area excluding the service areas which are non-core areas of the eligible tourism unit purchased at DLC/circle rates prevalent at the time of purchase of the land (as per registered sale deed) which must be on or after 23rd November 2022 (date of promulgation of the Tourism policy 2022).*
- d) *Eligible Tourism Projects constructed on leased land will be also eligible admissible subsidy provided such lease deeds are minimum period of 15 years. Date of Lease should be on or after 23rd November 2022. However, cost of eligible part of land for such units will not be considered in ECI.*
- e) *100% of the eligible capital investment subsidy amount shall be granted post the commencement of the commercial operations of the eligible tourism units after fulfilment of requirement conditions mentioned in SOP.*

5.2 Additional Capital Investment Subsidy

In addition to the Capital Investment Subsidies outlined above, eligible tourism units may also claim additional investment subsidy if they meet the following criteria –

Criteria for Additional subsidy	Additional subsidy against Investment amount of the tourism unit
Eligible Tourism unit undertaken by Women/ SC/ ST (as per list of Uttar Pradesh State, Social Welfare Department)	5%
Eligible Tourism unit established in any FTD (Focus Tourism Destination) notified by Department of Tourism	5%

The sum of all the incentives mentioned will be capped at maximum 30%.

Necessary Details

- a) *Tourism units that are within 20 Kms of the Mega Circuit sites (as mentioned in Chapter 3 of Tourism Policy 2022), will be eligible to apply for additional capital subsidy.*

- b) *To be eligible for the Additional Capital Investment Subsidy where Tourism Unit is undertaken by Women, Scheduled Caste (SC), Scheduled Tribe (ST), the Tourism Unit must be established by an entrepreneur from one of these categories. Hence, depending on the type of legal entity that is applying for the subsidy, the entrepreneur (Women/SC/ST) should have a minimum equity participation of 51% within the entity.*
- c) *If an eligible Tourism unit is established in an FTD, then it shall be eligible to claim additional 5% subsidy. The ceiling subsidy for every eligible tourism unit shall remain unchanged when claiming additional capital investment subsidy.*
- d) *If an eligible tourism unit is falling into both the categories of FTD and women/SC/ST, then it is eligible to avail the benefit under both the criteria(s) as mentioned above, self-expenditure and loan obtained by a promoter from scheduled commercial bank (SCBs) on eligible components for investment for any project of construction/ extension/ renovation/ retrofitting of heritage hotel, will be considered as a project cost. Heritage hotels and Heritage Homestay (located anywhere in the State) can avail both capital investment subsidy / special capital investment subsidy and interest subsidy.*
- e) *Heritage Hotels can avail either of Special incentives such as*

Amount equal to the capital funding of 25% of the capital cost or INR 5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the conservation/expansion/renovation/retrofitting of heritage hotels without altering the basic architectural façade and structure of the heritage building

OR

Heritage hotel and Heritage Homestay located within 20 kms (ariel distance) from sites mentioned in tourism circuits or at unserved locations or within FTD may apply for admissible capital investment subsidy and interest subsidy as per Chapter 5 of Tourism Policy Document 2022 or table 5.1 and 5.2 of Policy Guidelines Document mentioned above.

- f) *Heritage Hotel and Homestays developed in adaptive reuse on leased heritage property(s) (built before 1st January 1950) having minimum registered lease period of 30 years will be eligible for benefits under the Tourism Policy 2022.*

5.3 Interest Subsidy

Interest Subsidy will be given on a loan taken from an RBI approved Scheduled Commercial Bank (SCB) in the name of a registered eligible tourism unit in the state, upto maximum of INR 5 crore subject to 5% interest and capped at INR 25 lakh per annum. Interest subsidy will be provided only on the amount of loan that is utilized for expenditure on eligible components.

Note: All Tourism projects in PPP mode with any agency/department/authority of Government of Uttar Pradesh shall be able to avail subsidies permissible under this Policy.

Necessary Details

- i. An eligible tourism unit (within 20 Kms of destinations of mega circuits, FTDS and unserved locations) availing capital subsidy shall not be entitled to claim interest subsidy, except for heritage tourism unit which can avail both capital subsidy as well as interest subsidy.*
- ii. Single unit shall not be granted capital investment subsidy under multiple tourism projects.*
- iii. Expansion Tourism unit and those converted into tourism units through adaptive reuse all over the State shall maintain separate record of expenses duly certified by the CA for the expansion and works carried out through adaptive re-use mode.*
- iv. Eligible tourism units shall be eligible to claim interest subsidy for operative period of the policy. The interest subsidy shall be limited to the ledger showing the loan upto INR 5 Crore separately, which shall be reducing at the end of each financial year.*

5.4 Employment Generation Subsidy

100%, Reimbursement of EPF expenditure (Employer's contribution) for a period of 5 years for workers who are domicile of the state of Uttar Pradesh to eligible tourism units employing more than 50 employees.

Necessary Details

- i. This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
- ii. A tourism unit is eligible to apply for this subsidy, post commencement of commercial operations and should be registered under tourism policy 2022.*
- iii. The disbursement for this reimbursement will be on an annual basis (financial year will be considered from 1st April to 31st March) to the eligible tourism unit.*

6 Concessions

6.1 Exemption on Stamp Duty

Eligible Tourism Units shall qualify for 100% exemption of stamp duty and registration fee on sale/lease of land for the first transaction only during the operative period of this Policy. The eligible tourism unit can avail this incentive only once during the operative period of the policy. The unit shall submit a Bank guarantee in the prescribed format to the concerned District Magistrate where the project is located. The validity period of such Bank Guarantee shall be at least till the date of commencement of operation.

Necessary Details

- I. This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*

- II. *The amount of Bank Guarantee will be equivalent to the exception sought of the Stamp Duty amount duly calculated as per law on purchase and registration of land. The Bank Guarantee shall be prepared in the name of concerned District Magistrate where the eligible tourism unit is located as per the prescribed format provided in the SOP.*

6.2 Special exemption on Stamp duty for Heritage Properties

If for establishing/commercial operations/expansion of a heritage tourism unit, any building or its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of concession by the Department, provided the land appurtenant is being mutated in the name of the heritage tourism unit and is an integral part of the heritage tourism unit.

Necessary Details

- I. *A heritage tourism unit can claim this exemption only once for a specific land during the operative policy of the policy.*
- II. *This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
- III. *The subsidy will be disbursed only after commencement of commercial operation of the heritage tourism unit and the concerned appurtenant land is being utilized exclusively for tourism purposes.*

6.3 Exemption on land use conversion & development charges

Land use conversion and development charges shall be waived off for all new and expansion tourism units (all leasehold tourism units will be allowed freehold status as per the by-laws/rules of the Development Authorities). In case of tourism units being established at places where there is absence of required infrastructure, the infrastructure such as road, drainage, sewage, electricity, and water supply shall be done by the developer; an affidavit regarding this shall be provided to avail waiver of land conversion and development charges from concerned departments.

Necessary Details

- I. *New Tourism unit, Expansion Tourism unit and those converted into tourism units through adaptive reuse all over the State shall be eligible for availing this exemption.*
- II. *A tourism unit can claim this exemption only once during the operative period of the policy.*

6.4 Special exemption on Land use conversion for Heritage Properties

If in any development area, where land-use is demarcated, an old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in conversion charges, terming such land-use of the converted property as 'Heritage Hotel'.

7 Incentives

The following incentives are provided by the Department of Tourism to facilitate investments, create initiatives, and promote tourism potential within the State

7.1 Incentive for specially abled friendly units

Payroll assistance of INR 1,500 per month per worker to eligible tourism units employing specially abled workers, subject to a maximum of 5 workers per tourism unit.

Necessary Details

- i. This incentive can be claimed by eligible tourism units established anywhere in the state of Uttar Pradesh.*
- ii. The incentive amount shall be disbursed after the end of every financial year subject to production of necessary documents.*
- iii. This incentive will be valid during the operative period of the policy.*

7.2 Incentive on Excise License Fee for Heritage Hotels

The Department will provide a 50% reimbursement of the excise license fee paid during the first year from date of first issuance of excise license for heritage hotels located in rural areas

Necessary Details

- i. This incentive can be claimed by heritage hotels established in rural areas anywhere in Uttar Pradesh.*

7.3 Incentive to support Revival of Scarce Art, Culture, and Cuisine of the state

- a) One time grant upto INR 5 Lakh will be granted to individual/ group involved in conservation, promotion, and revival of scarce or endangered indigenous art, music, craft, folk dance, and cuisine of Uttar Pradesh within a range of 50 kms from any famous tourist destinations. The Department of Tourism in consultation with the Culture Department will notify list of scarce art, culture, craft, and cuisine to be promoted in the State. The Department of Tourism may modify this list from time to time.
- b) The incentive will be limited to only 10 individuals/groups/organisations per year per division on First cum First Serve basis as per the recommendation of District Tourism and Culture Council.

Necessary Details

- i. The incentive amount shall be disbursed during the financial year after receiving necessary approval from a separate District Level Committee headed by District Magistrate and comprising of representative of Tourism Department, representative of the Culture Department, representative of Information Department and a special invitee nominated by District Magistrate from the academic fraternity related to the concerned scarce art (as per need). This committee will be formed by respective District Magistrates.*
- ii. The individuals/groups should have deep knowledge and be engaged with the concerned scarce or endangered indigenous art, music, craft, folk dance, and cuisine of Uttar Pradesh for at least 5 years.*
- iii. This incentive will be valid during the operative period of the policy.*

7.3.1 Incentive for Responsible Tourism

- **Incentive to carry out energy audit by a recognized institution/ consultant**

Eligible tourism units would be reimbursed up to 75% of the cost of carrying out energy audit on water harvesting/ conservation and environment-friendly practices like green buildings, solar and other renewable energy measures, by a recognized institution/ consultant, subject to a maximum amount of INR 1 lakh per unit. Amount shall be disbursed only once for a tourism unit during the operative period of the policy.

Necessary Details

- i. *Energy audit conducted by a recognized institution/ consultant such as Bureau of Energy Efficiency/ SGS/ SEA energy etc. or any such international accreditation/ certification*
- **Incentive to set up sewerage treatment plant at an eligible tourism unit**

Reimbursement of 20% of the capital cost of setting up sewage treatment plant subject to a maximum of INR 20 Lakh per tourism unit. The reimbursement will be given to a maximum of 2 tourism units per year.

Necessary Details

- i. *Subject to a maximum of 2 tourism units on FCFS basis per year.*
- **Incentive for obtaining a Green Certificate Building fee**

Reimbursement of 50% of the certification fee paid, up to Rs 10 lakh to tourism units obtaining Green Building Certificate from accredited agencies like Indian Green Building Council (IGBC) / Green Rating Integrated Habitat Assessment (GRIHA) / Leadership in Energy and Environmental Design (LEED) or any such international accreditation/ certification as identified and notified by the Department of Tourism from time to time.

Necessary Details

- i. *All tourism units are eligible for this incentive should have a valid, final Green Building Certification from the above listed organizations, as on date of application.*
- ii. *The tourism unit is required to share the invoice and payment proof for the receipt of the certificate with the department.*
This Incentive will be provided only once to a tourism unit during the operative period of the policy.
- **Incentive for obtaining a GSTC (Global Sustainable Tourism Council) certification**

Reimbursement of 50% of certification fees paid, up to Rs 5 Lakh to tourism units for obtaining GSTC (Global Sustainable Tourism Council) certification through GSTC accredited agencies.

Necessary Details

- i. All tourism units are eligible for this incentive should have a valid GSTC certification as on date of application.
- ii. This Incentive will be provided only once to a Tourism unit during the operative period of the policy.

7.4 Incentive for ICT (Information and Communications Technology) enablement

a. Incentive to introduce ICT in the tourism sector

In order to encourage usage of ICT in the tourism sector, the State Government will facilitate and support organization of such national and international tour & travel marts, seminars, exhibitions and other events in Uttar Pradesh which employ digital platforms and new Information Technology. Financial assistance of upto INR. 10 lakhs per such event shall be provided on approval of State level committee.

Necessary Details

- I. Only 1 firm per event will be eligible for this incentive
- II. This incentive will be valid during the operative period of the policy.

b. Incentive to tour operators for providing digital content and promotional content

Tour and travel operators will be eligible to receive a one-time financial incentive of INR 10 lakhs or 25% of the cost of production cost of audio/video guide, digital publicity material (digital platform/ mobile application/website/metaverse), artificial intelligence, robotics, virtual reality , whichever is lower.

Necessary Details

- i. Only those tour and travel operators will be eligible, who have solely borne the production cost of the content.
- ii. This incentive can be availed only once by the operator during the operative period of the Policy

7.5 Incentive for innovation

A one-time incentive upto INR. 50,000 would be provided to eligible tourism units for new and innovative projects; to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects. The approval of this incentive will lie at the discretion of the SLSTC.

Necessary Details

- i. Disbursement after the successful commissioning of the project
- ii. This incentive can be claimed by any eligible tourism unit, anywhere in the state of Uttar Pradesh.

7.5.1 Incentive for marketing and promotion

a. Incentive to participate in national and international events

All Tourism Service Providers operating in the state and registered with Department shall be eligible for a financial incentive upto 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 1,00,000 per international event. This incentive can be availed by maximum 20 tourism service providers every financial year. At the beginning of each

financial year, the State Department will notify the name and number of such domestic and international travel fairs and roadshows for which this incentive will be provided.

This incentive will be provided to maximum 3 firms per event on first cum first serve basis. This incentive will be provided for participation in only such events in which Department of Tourism, Uttar Pradesh has not taken a pavilion.

Necessary Details

- i. This incentive can be claimed by all Tourism Service Providers only once during the financial year.*
- ii. A Tourism Service Provider will notify the Department 60 days prior to the event and will be subject to approval from the Department, to claim this incentive.*
- iii. The incentive will be granted by SLSTC.*
- iv. For further assistance, The Department of Tourism may assist on case-to-case basis on convergence mode.*

7.6 Incentive for research in the Tourism/Hospitality Industry

Financial assistance up to the maximum limit of INR 10 Lakh will be provided to recognized Travel Associations/ Hotel Associations/ Chamber of Commerce/ Other Travel and Hospitality Bodies/ reputed & registered NGOs (such as Worldwide Fund for Nature, Turtle Conservation, Heritage conservation, Wildlife, Craft, etc), Management Institutes and Universities to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh.

The topic of the research would be finalized as per the relevance and requirements of the industry. Not more than 5 (five) such studies will be sanctioned each year. Preference to be given to research conducted via recognised hospitality association and educational institutes of tourism /hospitality and management.

Necessary Details

- i. The subject approval will be taken from Director General Tourism*
- ii. The decision for the approval of advance payment will be made by SLSTC.*
- iii. This incentive can be availed during the operative period of the Policy.*

7.7 Incentive for YUVA tourism

A onetime grant of INR 10,000 for one year will be provided to youth clubs constituted within government intermediate schools (GIC/GGIC) / Rajkiya Degree College / Navodaya Vidyalaya / Kendriya Vidyalaya / Shramik school (Atal) / educational institutions such as Kasturba Gandhi Vidyalaya etc. for tourism related activities (e.g., conducting tour trips around the State and implement tourism activities in schools / district level with children). This grant will be provided to maximum 10 such clubs in a division per year on the recommendation of the District Magistrate. One educational institute will receive this grant only once in a year.

Necessary Details

- i. Youth Clubs in the above-mentioned educational institutes will be eligible to receive this grant only twice during the operative period of the policy.
- ii. This incentive can be availed during the operative period of the Policy.

7.8 State Tourism Awards

State Tourism awards shall be awarded to provide recognition to extra-ordinary initiatives and service quality executed by various tourism businesses in the state. This shall further encourage innovation and attract / promote investment and responsible tourism in the state. Every year, the Department will announce upto maximum of 10 awards. Each awardee shall be felicitated with a prize money of upto Rs. 1 lakh along with certificate of recognition/ memento on the occasion of World Tourism Day or National Tourism Day or Uttar Pradesh Diwas in the categories such as Best tour operator / Best wellness center/ Best hotel/ Best heritage hotel/ Best eco-tourism operator/ Best eco-resort/ Best homestay/ Best adventure tour operator or in such other categories as the Department of Tourism deems fit.

Necessary Details

- i. This incentive can be availed during the operative period.
- ii. The awards will be given to units/operators having registered office in Uttar Pradesh.
- iii. Any Units/operators will be eligible for awards only twice during the operative period of the policy.

S.no	Category	Description
1	Best Tour Operator	Foreign Exchange Earnings of Rs. 1 Cr
2	Best Wellness Centre	Wellness centers accredited by respective organizations to be selected on based on authentic service, true to the science of AYUSH (Ayurveda, Yoga, Naturopathy etc.)
3	Best Hotel	Awards based on annual revenue earned, international guests stayed and, Awards won.
4	Best Heritage Hotel	Awards based on best conservation project, annual revenue earned, international guests stayed, Awards won and promotion of arts, crafts, and cuisine.
5	Best Eco-Tourism Operator	The Eco-Tourism Operators who have given major emphasis in promoting and selling Eco-tourism sites in Uttar Pradesh.

6	Best Eco -resort	Award based on Eco Friendly practices observed by resorts and foreign exchange earned
7	Best Homestay	Criteria for the Award for Best Homestays includes amongst others, Livelihood opportunities, Capacity Building measures, Local material and local skills, domestic and international tourists, Homestays facility Community partnership, Waste management, etc.
8	Best Adventure Tour Operator	Award based on turnover achieved from handling Adventure tourism / sports related activities, consistency of safety standards, new adventure tourism activities, etc.

8 Benefits to Eligible Tourism Units

Tourism Unit shall be eligible for the following incentives, subsidies and concessions under the Uttar Pradesh Tourism Policy as follows –

No	Tourism Project	Eligible for Subsidies	Eligible for Concessions	Eligible for Incentives
1	Adventure tourism projects	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital Investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
2	All-weather/Seasonal Camps	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
3	Budget Hotels	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for responsible tourism

		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for specially-abled friendly units
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
4	Caravan Tourism Units	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
5	Caravan Parking Places	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
6	Convention centers (MICE)	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
7	Cultural centers	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
8		Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units

	Cultural, Rural village or Tourist Village	Additional Capital investment Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Employment Generation Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
9	Eco tourism Resorts/Units	Capital Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Interest Subsidy	Exemption on development charges	Incentive for innovation
		Employment Generation Subsidy		
10	Farm stays	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
11	Flotels/Floating Restaurants	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
		Employment Generation Subsidy		
12	Heritage Hotels	Capital Subsidy/ Special Capital Subsidy for Heritage hotels	Special exemption on Stamp duty for Heritage Properties	Incentive for specially-abled friendly units
		Interest Subsidy	Special exemption on Excise duty for Heritage Properties	

		Additional Capital investment Subsidy	Special exemption on Land use conversion for Heritage Properties	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
13	Heritage Homestays	Capital Subsidy	Special exemption on Stamp duty for Heritage Properties	Incentive for specially-abled friendly units
		Interest Subsidy	Special exemption on Excise duty for Heritage Properties	
		Additional Capital investment Subsidy	Special exemption on Land use conversion for Heritage Properties	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
14	Hotels	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
15	New Tourism Startup Units	Discretion of the Authority	Discretion of the authority	Incentive for specially-abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
16	International Yoga centre/	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units

	Naturopathy Centres	Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
17	Light and Sound show/Laser shows	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
18	Mega projects	Capital Subsidy or Interest Subsidy	Exemption on Land use conversion	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on development charges	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
19	Multi-Level Parking	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
20	Permanent Tented Accommodation/ Swiss Cottages	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation

21	Pilgrimage dormitories (Dharamshala's and Ashrams)	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
22	Public Golf Course Units-Open & Non-Restricted	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
23	Public Museums	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
24	Resorts	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
25	Revolving restaurants	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism

		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
26	Rural Homestay	NA	NA	Incentive for specially abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
27	Theme Park/amusement park/ Water Park	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
28	Tour and Travel Operators working for International inbound tourist	NA	NA	Incentive for specially-abled friendly unit
				Incentive for ICT (Information and Communications Technology) enablement
				Incentive for marketing and promotion
29	Tourism and hospitality training institute	NA	NA	Incentive for specially-abled friendly units
				Incentive for responsible tourism
				Incentive for innovation
30		Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units

	Waterbodies/ Lake/ River cruise Tourism unit	Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
31	Wayside amenities/ Dhabas	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
32	Wellness Centre	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation
33	Wellness Resort/Unit	Capital Subsidy or Interest Subsidy	Exemption on Stamp Duty	Incentive for specially-abled friendly units
		Additional Capital investment Subsidy	Exemption on Land use conversion	Incentive for responsible tourism
		Employment Generation Subsidy	Exemption on development charges	Incentive for innovation

Note: The table above is only indicative. Each tourism unit will be eligible for all admissible incentives/subsidies and concessions as per the guidelines and Tourism Policy 2022.

9 Recovery

- a) If an eligible tourism unit has received any subsidy, incentive or concessions, it shall be mandatory for the Tourism Unit to operate for at least 5 years post commencement of commercial operations.
- b) If the applicant fails to adhere to the above, then the applicant of the Tourism Unit shall have to return the benefit claimed as subsidy and concessions with a penal interest of 15% simple interest per annum to the Department of Tourism.

- c) If the applicant is found to have submitted or falsely represented any documents/evidence/information/legal documents/financial documents/ ownership documents and other related documents which aided the receipt of the admissible subsidy, incentive or concession by Department of Tourism (DOT) then DOT will be entitled to take respective action including financial recovery upto the amount disbursed with 15% simple interest per annum to the Department of Tourism.

10 Facilitation

10.1 Registration

- a) Eligible tourism units and Tourism Operators must be registered via a portal with the Department of Tourism to be eligible to avail incentives, subsidies, and concessions offered
- b) Tour and Travel operators will be required to register upon payment of a fee.
- c) The Department shall list all Tourism Units and Tourism Service Providers who are registered with the Department of Tourism on the Uttar Pradesh Tourism website.
- d) Registration with the Department of Tourism shall be valid for the operative period of the policy.

10.2 Ensuring Land Availability

The State Government will assist in providing land for establishment and development of all types of Tourism Units. The Department of Tourism shall strive for following in this regard:

- a) Land suitable for establishment of tourism units shall be earmarked for Department of Tourism through open bidding process as per Uttar Pradesh PPP Guidelines/Policy. The details of such land will be made available on the website of Department of Tourism.
- b) The land, so identified will be allocated at market rates by a District Level Committee following a pre-decided procedure and committee Chaired by District Magistrate. The committee may be formed by respective DMs as per rules.
- c) Land made available in this manner cannot be used for any purpose other than the one for which it has been allocated for at-least 30 years.

10.3 Ease of doing business

- a) The Department shall put in place institutional arrangements to secure accelerated development of Eligible tourism units in the State and address inter-departmental issues while monitoring and ensuring the development of Tourism Projects.
- b) Act as a one-stop facilitation centre to extend assistance for obtaining approvals and clearances through effective utilization of technology.
- c) Creation of 'Uttar Pradesh Tourism Industry Profile' showcasing major destinations and investment opportunities in the State to aid in planning and decision-making for both industry and government

- d) Work in close coordination with Udyog Bandhu, Nivesh Mitra and Nivesh Saarthi to address all inter-departmental issues imperative for implementation of tourism units.

11 Institutional Framework

11.1 Committee for Disbursal of funds under Tourism Policy 2018

The committees mentioned under Tourism Policy 2018 will be responsible for disbursing funds for Tourism units which are registered and have started commercial operations before the operative period of Tourism Policy 2022.

Committee for Disbursal of funds under Tourism Policy 2022

11.2 State level Committee (SLC) under IIDC

S.No.	Designation/ Department	Title (SLC)
1.	IIDC Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or its representative	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or its representative	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or its representative	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or its representative	Member
6.	Additional Chief Secretary/ Principal Secretary, Revenue, or its representative	Member
7.	Additional Chief Secretary/ Principal Secretary, MSME and Export Promotion, or its representative	Member
8.	Director General, Directorate of Tourism, Government of Uttar Pradesh	Member Secretary

Roles and Responsibility

- a) Review, approve and sanction capital and interest subsidy for an amount more than INR 1 crore
- b) Other responsibilities as entrusted on the committee by the Government

11.3 State level Special Tourism Committee (SLSTC)

S.No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary, Tourism	Chairman
2.	Additional Chief Secretary/Principal Secretary, Finance or its representative	Member
3.	Additional Chief Secretary/Principal Secretary, Information Technology or its representative	Member
4.	Additional Chief Secretary/Principal Secretary, Forest, or its representative	Member
5.	Additional Chief Secretary/Principal Secretary, Culture, or its representative	Member
6.	Principal, Hotel Management Institute of Catering Technology and Applied Nutrition, Lucknow or its representative	Member
7.	Director General/ Joint Director / Deputy Director, Directorate of Tourism	Member Secretary

Roles and Responsibility

- a) Review, approve and sanction all financial incentives to eligible tourism units
- b) Review, approve and sanction capital and interest subsidy upto INR 1 crore for all eligible tourism units
- c) Approval of Innovation special incentives
- d) Screen and approve any startups in the tourism sector
- e) Approval of Special Category Building and Mega Tourism units
- f) Review and approval of incentives and concessions for New Tourism Start-up units
- g) Other responsibilities as entrusted on the committee by the Government

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

11.4 State level Policy Implementation Committee (PIU)

S.- No.	Designation/ Department	Title
1.	Additional Chief Secretary/Principal Secretary,	Chairman

	Tourism	
2.	Director, Tourism	Member
3.	Finance Controller, Tourism	Member
4	Command Centre, Department of Tourism The Command Centre will include a Project Management Agency and Project Monitoring Unit	Member
5.	Joint Director/ Deputy Director / Regional Tourism Officer, Policy Section, Directorate of Tourism	Member Secretary

Note: The committee may also include experts/stakeholders from other fields of tourism, whenever required.

Roles and Responsibility

- Ensure effective functioning of the Single Window Clearance mechanism, resolve any queries, overcome hurdles, and expedite implementation on ground.
- Other responsibilities as entrusted on the committee by the Additional Chief Secretary/Principal Secretary, Tourism
- Will be responsible for reviewing projects and submitting reports with 15 days. The department will be assisted by a PMA.

11.5 District Tourism Promotion Council

The District Tourism and Cultural Council will act as the District Tourism Promotion Council and carry out necessary responsibilities for smooth implementation at the district level.

S.No.	Designation/ Department	Title
1.	District Magistrate	President
2.	1) Deputy Commissioner nominated by the Commissioner of Police 2) Senior Superintendent of Police/ Superintendent of Police	Vice President
3.	Chief Development Officer	Member
4.	Divisional Forest Officer	Member
5.	1 Vice President Development Authority/ Secretary Development Authority/ Special Secretary Development authority 2 Municipal Commissioner / Additional Municipal Commissioner 3 Executive office, Municipality 4 Additional Chief Officer, District Panchayat	Member
6.	District Sports Officer	Member

7.	District School Inspector	Member
8.	District basic education officer	Member
9.	District Panchayati raj officer	Member
10.	Regional Superintendent of Archaeology	Member
11.	Chief Treasury officer/ treasury officer	Treasurer
12.	Regional manager/Asst. Manager/ Manager, UP State Tourism Development Nigam Ltd	Regional member
13.	District Khadi village industries officer	Member
14.	District agriculture officer	Member
15.	District manager, District industries department	Member
16.	District development officer	Member
17.	District coordinator, Nehru centre/NCC/NSS	Member
18.	District youth welfare officer	Member
19.	District level officer/ Officer in charge of Irrigation Dept, Public works dept, AYUSH dept, medical and health dept	Member
20.	District government advocate (civil)	Member
21.	Local officer of culture department	Joint secretary
22.	District information officer/ Deputy director, Information Dept	Joint secretary
23.	Deputy Director/regional tourism officer/ tourism information officer/ culture dept officer	Member Secretary

Roles and Responsibility

- a) Identify land parcels for tourism development in the district.
- b) Verification of investment proposals received by the Council.
- c) Facilitate convergence of resources of various agencies for the development of tourism infrastructure.
- d) Promote the development of tourism master plans for each district in coordination with other government agencies.
- e) Skill profiling of local population to create lists for guides, freelancers, photographers, homestay addresses and develop a tourism service provider database and create awareness among the public on tourism related matters.

- f) Contribute to the publicity and promotional material of DoT and encourage/facilitate travel writers, media for publicizing places of tourist interest of the district.
- g) Mobilize and enlist the local community stakeholders for specific areas / tourism destinations as per requirement.

11.6 District Scanning Committee

S.No.	Designation/ Department	Title
1	District Magistrate	Chairman
2	Representative of PWD	Member
3	Joint Director/ Deputy Director / Regional Tourism Officer of the concerned District where the project is located	Member
4	Representative of Development Authority	Member
5	Representative of Department of Legal Affairs	Member
6	Any other person(s) nominated by DM, as per need	Special Invitee

Roles and Responsibility

- a) Responsible for screening projects for adaptive reuse/ Special Category Building.

11.7 Departmental Screening Committee

S.No.	Designation/ Department	Title
1.	Director General Tourism	Chairman
2.	Director, Tourism	Member
3.	Finance Controller, Tourism	Member
4	Joint Director/ Deputy Director / Regional Tourism Officer, Policy Section, Directorate of Tourism	Member Secretary
5	Technical Expert for Adaptive Reuse, nominated by DG as per need	Special Invitee

Roles and Responsibility

- a) Responsible for reviewing tourism projects under adaptive reuse/ Special Category Building.
- b) Will be responsible for determining eligibility for providing financial incentives/subsidies to units for adaptive reuse/ Special Category Building.

- c) The committee will be responsible for sending report to State level Special Tourism Committee (SLSTC)

11.8 **District Level Inspection Committee**

The committee will be responsible for scrutiny and processing of all claims/submissions towards release of Subsidies, Concessions, and Incentives as per UP Tourism Policy 2022, Operational Guidelines and SOPs. The Committee shall be comprising of the following members

S.No.	Designation/ Department	Title
1	District Magistrate	Chairman
2	Joint Director/Deputy Director/Regional Tourism Officer of the concerned District where the project is located	Member Secretary
3	One officer nominated by Director General Tourism	Member
4	One Valuer or Chartered Engineer Nominated by Director General Tourism from amongst the panel maintained/empaneled for this purpose	Special Invitee
5	One Chartered Accountant Nominated by Director General Tourism from amongst the panel maintained/ empaneled for this purpose	Special Invitee

11.9 **State Level Empowered Committee (SLEC)**

S.No.	Designation/ Department	Title (SLC)
1.	Chief Secretary	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development or a nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Finance or a Nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or a Nominated special secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member

6.	Additional Chief Secretary/ Principal Secretary, Revenue, or a nominated Special Secretary	Member
7.	Additional Chief Secretary/ Principal Secretary, MSME and Export Promotion, or a nominated Special Secretary	Member
8.	Additional Chief Secretary/Principal Secretary, Tourism, or a nominated Special Secretary	Member Secretary

Roles & Responsibility:

- a) Responsible for recommending any policy level decision regarding the amendment of policy to the Chief Minister of Uttar Pradesh.

12 Other Provisions

12.1 Disbursement of subsidy/ incentives/ assistance

The subsidy/incentives/assistance will be disbursed to the investor within 30 days, from receiving final approval from the state government.

12.2 Expenses

All expenses towards the preparation and submission of the Application form for availing subsidy shall be borne by concerned tourism unit.

All expenses incurred towards services rendered by empaneled Valuers/Chartered Engineers and Chartered Accountant would be borne by the Directorate of Tourism.

12.3 Furnishing Information

All eligible tourism units shall be required to furnish the information as asked by the Nodal agency or State Government from time to time as a condition for disbursement, viz detailed particulars of operations, number of people employed (direct & indirect) by the unit, sales revenue, stoppages, if any closure of unit etc. with clear reasons for same, certified particulars of increase in fixed capital investment, if any change in constitution of the unit, audited statement of accounts and balance sheet of eligible unit within 6 months of close of each financial year for a period of 5 years from the date of first disbursement.

12.4 Changes in Project Parameters

Application for any modifications/ changes in nature of the project, or in cost of project that effect change in its category, or for changed in registration certificate, etc. will be made by the tourism unit and will be examined by Nodal agency whose decision will be final.

12.5 Power to amend and/or relax/ repeal

Notwithstanding anything contained in any of the provisions of this Operational Guidelines, the State Government may at any time-

- a) May make any amendments to this Operational Guidelines on repeal, revoke, unless otherwise, but the commitments already made for any approved project before the date of repeal shall not be affected by any such amendments or appeal;
- b) Make any relaxation in applying the provisions of this Operational Guidelines on condition, or otherwise, but such relaxation shall be made on the merits of the approved projects in each case, as the State Government, may consider necessary and appropriate;
- c) Issue instructions and guidelines to facilitate implementation, to remove anomalies and to clarify the interpretations of the provisions of the Operational Guidelines 2022 as and when necessitated.

13 Miscellaneous

- a) All benefits mentioned in this operational guideline except those related to exemptions/ waivers from duties/ fees by the concerned Departments shall be disbursed by the designated Nodal agency. Current operational policy/guidelines of the concerned department shall prevail at the time of disbursement.
- b) Tourism units availing incentives from any other policy or those sanctioned by any other departments of the State Government, will also be entitled to avail incentives/benefits are not being availed from any other policy.
- c) The eligible tourism unit should operate for tourism and hospitality related business only.
- d) Finance Department shall allocate head of account for budget provisions under this operational guideline. Department of Tourism shall be the Controlling and Estimates Authority and will submit the budget estimates/revised estimates under the relevant Head of Account as also for supplementary demands. A provision of 5% from the budget of the subsidy shall be constituted as the contingency/ processing fees to meet the administrative expenditure.
- e) In case of any clarification regarding these provisions, the same would be provided by Department of Tourism, Govt. of Uttar Pradesh.
- f) In case of any amendments or modifications required with Operational Guidelines 2022, the State Level Committee shall be competent to make such amendments or modifications.
- g) All disputes relating to the scheme shall be subject to the jurisdiction of Lucknow Court

14 Annexure I

Description of Tourism Sites described in the Mega Circuits

1. Ramayana Circuit	Description of Site	Name of Site
Ayodhya	Ayodhya Nagar Nigam	-
Bithoor (Kanpur)	Bithoor Nagar Palika	--
Bijethua Mahaviran (Sultanpur)	Religious Campus	Bijethua Mahaviran Temple
Chitrakoot	Chitrakoot Nagar Palika	-
Shringverpur	Religious Campus	Shringverpur Dham

2. Mahabharat Circuit	Description of Site	Name of Site
Hastinapur	Religious Campus	Pandeshwar Temple Hastinapur
Ahichchhatra	Religious Campus	Ahichchhatra Temple
Gonda	Gonda Nagar Palika	-
Keechakvadh Sthal, Raath (Hamirpur)	Religious Campus	Keechakvadh Sthal
Handia	Handia Nagar Panchayat	-
Prayagraj	Prayagraj Nagar Nigam	-
Lakshagraha Handia (Prayagraj)	Handia Nagar Panchayat	-
Mathura	Mathura Nagar Nigam	-
Kampilya (Farukhabad)	Kampil Nagar Panchayat	-
Barnava (Baghpat)	Religious Campus	Barnava lakshagraha
Kaushambi	Kaushambi Nagar Nigam	-
Vidhur Kutir (Bijnor)	Religious Campus	Vidur Kutir Temple

3. Buddhist Circuit	Description of Site	Name of Site
Kapilvastu	Kapilvastu Nagar Panchayat	-
Shravasti	Shravasti Nagar Palika	-
Atranjikhhera (Etah)	Archaeological Campus	Atranjikhhera Archeological Site
Sankisa	Sankisa Nagar Panchayat	-
Kaushambi	Kaushambi Nagar Nigam	-
Sarnath	Sarnath Nagar Nigam	-
Kushinagar	Kushinagar Nagar Palika	-
Devdeh (Maharajganj)	Religious Campus	Devdeh Temple

4. Sufi / Kabir Circuit	Description of Site	Name of Site
Jayas (Amethi)	Jayas Nagar Palika	-
Maghar (Sant Kabir Nagar)	Religious Campus	Sant Kabir Samadhi Sthali
Salim Chishti Dargah (Fatehpur Sikri)	Religious Campus	Salim Chishti Dargah
Dewa Sharif (Barabanki)	Religious Campus	Dewa Sharif dargah
Dargah Marehra Sharif (Etah)	Religious Campus	Dargah Syed Shah Barkatillah Marehrawi

Dargah Sufi Shah Sharif (Firozabad)	Religious Campus	Hazrat Shah Sharif Dargah
Dargah Shafi Shah Sharif (Firozabad)	Religious Campus	Sufi Dargah Firozabad
Lahartara Ashram Kabir Janam Sthali (Varanasi)	Religious Campus	Lahartara Ashram Kabir Janam Sthali
Khanqah-e-Niyazia (Bareilly)	Religious Campus	Khanqah-e-Niazia Dargah
Kichhauchha Sharif (Ambedkarnagar)	Religious Campus	kichhauchha Sharif Dargah
Dewa Sharif (Barabanki)	Religious Campus	Dewa Sharif (Shrine of Haji Waris Ali Shah)
Dargah Marehra Sharif (Etah)	Religious Campus	Marehra Sharif Dargah
Dargah Sufi Shah Sharif (Firozabad)	Religious Campus	Hazrat Shah Sharif Dargah

5. Jain Circuit	Description of Site	Name of Site
Deogarh	Deogarh Nagar Palika	-
Bateshwar	Religious Campus	Bateshwar Temple
Baghpat	Baghpat Nagar Palika	-
Vahelna (Muzaffarnagar)	Religious Campus	Vahelna Jain Temple
Hastinapur	Religious Campus	Hastinapur Jain Temple
Kampil (Farrukhabad)	Kampil Nagar Panchayat	-
Parshwanath (Varanasi)	Religious Campus	Parshwanath Digambar Jain Temple
Shreyansanatha (Varanasi)	Religious Campus	Shreyansnath Jain Temple
Suparshwanatha (Varanasi)	Religious Campus	Parshwanath Jain Temple
Chandraprabhu (Varanasi)	Religious Campus	Chandraprabhu Swami Kalyanak Jain Temple
Chandravar Jain Mandir (Firozabad)	Religious Campus	Digamber Jain Atishaya Kshetra Chandrawad Mandir
Bahubali Jain Mandir (Firozabad)	Religious Campus	Lord Bahubali Temple
Mangalayatan Jain Mandir (Hathras)	Religious Campus	Teerthdham Manglaytan
Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)	Religious Campus	Ahikshetra Parshwanath Atishaya Tirth Chetra

6. Bundelkhand Circuit	Description of Site	Name of Site
Charkhari (Mahoba)	Charkhari Nagar Palika	-
Chitrakoot	Chitrakoot Nagar Palika	-
Kalinjar	Heritage Campus	Kalinjar Fort
Jhansi	Jhansi Nagar Nigam	-
Lalitpur	Lalitpur Nagar Palika	-
Deogarh	Religious Campus	Deogarh Jain Temple

Banda	Banda Nagar Palika	-
Hamirpur	Hamirpur Nagar Palika	-
Jalaun	Jalaun Nagar Palika	-

7. Wildlife & Eco Tourism circuit	Description of Site	Name of Site
Dudhwa National Park	National Park Boundary	-
Pilibhit Tiger Reserve	Tiger Reserve Boundary	-
Bakhira Sanctuary	Sanctuary Boundary	-
Chandra Prabha Wildlife Sanctuary	Sanctuary Boundary	-
Hastinapur Wildlife Sanctuary	Sanctuary Boundary	-
Kaimoor Sanctuary	Sanctuary Boundary	-
Katarniaghat Wildlife Sanctuary	Sanctuary Boundary	-
Kishanpur Wildlife Sanctuary	Sanctuary Boundary	-
Lakh Bahosi Sanctuary	Sanctuary Boundary	-
Mahavir Swami Sanctuary	Sanctuary Boundary	-
National Chambal Wildlife Sanctuary	Sanctuary Boundary	-
Nawabganj m. Bird Sanctuary	Sanctuary Boundary	-
Parvati Arga Bird Sanctuary	Sanctuary Boundary	-
Patna Bird Sanctuary	Sanctuary Boundary	-
Ranipur Sanctuary	Sanctuary Boundary	-
Saman Sanctuary	Sanctuary Boundary	-
Samaspur Sanctuary	Sanctuary Boundary	-
Sandi Bird Sanctuary	Sanctuary Boundary	-
Sohagi Barwa Sanctuary	Sanctuary Boundary	-
Suhelva Sanctuary	Sanctuary Boundary	-
Suraha Tal Sanctuary	Sanctuary Boundary	-
Vijai Sagar Sanctuary	Sanctuary Boundary	-
Shekha Jheel Aligarh	Sanctuary Boundary	-

Sur Sarovar Pakshi Vihaar, Agra	Sanctuary Boundary	-
Amangarh Tiger Reserve, (Bijnor)	Tiger Reserve Boundary	-
Blackbuck Conservation Reserve, Meja (Prayagraj)	Forest Reserve Boundary	-
Lion Safari Park, Etawah	Park Boundary	-

8. Craft Circuit	Description of Site	Name of Site
Tarkashi Craft (Mainpuri)	Locations of Tarkashi Craft Clusters in Mainpuri as per District administration	-
Brass Craft (Moradabad)	Locations of Brass Craft Cluster in Moradabad as per District administration	-
Brass Craft and Tala (Aligarh)	Locations of Brass & Tala Craft Clusters in Aligarh as per District administration	-
Wooden Craft (Saharanpur)	Locations of Wooden Craft Clusters in Saharanpur as per District administration as per District administration	-
Muda Craft (Hapur)	Locations of Muda Craft Clusters locations in Hapur as per District administration	-
Hathkargha Pilkhuwa (Hapur)	Locations of Hathkargha Craft Clusters in Pilkhuwa, Hapur as per District administration	-
Banarasi Saree (Varanasi)	Locations of Banarasi Saree as per District administration Clusters in Varanasi	-
Gulabi Meenakari (Varanasi)	Locations of Gulabi Meenakari Clusters in Varanasi as per District administration	-
Wooden Toys (Varanasi)	All locations of Wooden Toys Craft Clusters in Varanasi as per District administration	-
Marble Inlay and Zardozi (Agra)	Locations of Marble Inlay and Zardozi Craft Clusters in Agra as per District administration	-
Glass Craft (Firozabad)	Locations of Glass Craft clusters in Firozabad as per District administration	-
Glass beads Craft, Purdil Nagar (Hathras)	Locations of Glass beads Craft clusters in Purdil Nagar, Hathras as per District administration	-
Stone Carving (Varanasi)	Locations of Stone Carving clusters in Varanasi as per District administration	-
Zari work (Jaunpur)	Locations of Zari work clusters in Jaunpur as per District administration	-
Brass Utensils (Mirzapur)	Locations of Brass Utensils clusters in Mirzapur as per District administration	-
Pottery Udyog (Chunar)	Locations of Pottery Udyog clusters in Chunar as per District administration	-
Brass Craft, Jakhora (Lalitpur)	Locations of Brass Craft Clusters in Jakhora, Lalitpur as per District administration	-
Brass Craft, Amra (Jhansi)	Locations of Brass Craft clusters in Amra, Jhansi as per District administration	-
Silverfish Craft, Maudaha (Hamirpur)	Locations of Silverfish Craft clusters in Maudaha, Hamirpur as per District administration	-
Shazar Stone Craft (Banda)	Locations of Shazar Stone Craft clusters	--

	in Banda as per District administration	
Paper Craft, Kalpi (Jalaun)	Locations of Paper Craft clusters in Kalpi in Jalaun as per District administration	-
Glazed Pottery (Rampur)	Locations of Glazed Pottery clusters in Rampur as per District administration	-
Carpet Craft (Amroha)	Locations of Carpet Craft clusters in Amroha as per District administration	-
Khurja Pottery (Bulandshahr)	Locations of Khurja Pottery craft clusters in Bulandshahr as per District administration	-
Carpet Craft (Sambhal)	Locations of Carpet Craft clusters in Sambhal as per District administration	-
Terracotta (Gorakhpur)	Locations of Terracotta Craft Clusters in Gorakhpur as per District administration	-

9. Swatantrata Sangram Circuit	Description of Site	Name of Site
Meerut	Meerut Nagar Nigam	-
Shahjahanpur	Shahjahanpur Nagar Nigam	-
Kakori	Heritage Campus	Kakori Shaheed Smarak Sthal
Bawan Imli (Fatehpur)	Heritage Campus	Bawan Imli
Chauri-Chaura (Gorakhpur)	Heritage Campus	Chauri-Chaura
Mahua Dabur (Basti)	Basti Nagar Palika	-

10. Adhyatmik Circuit	Description of Site	Name of Site
Gorakhpur	Gorakhpur Nagar Nigam	-
Balrampur	Balrampur Nagar Palika	-
Ghazipur (Hathiyaram, Bhudkura)	Religious Campus	Ghazipur (Hathiyaram, Bhudkura)
Goriya (Mathura)	Religious Campus	Goriya (Mathura)
Sant Ravidas Sthal	Religious Campus	Sant Ravidas Sthal
Mauni Baba, Chochakpur (Ghazipur)	Religious Campus	Mauni Baba, Chochakpur
Pavhari Baba Ashram (Ghazipur)	Religious Campus	Pavhari Baba Ashram
Kinaraam Ashram (Chandauli)	Religious Campus	Kinaraam Ashram
Triveni Sangam (Prayagraj)	Religious Campus	Triveni Sangam Ghat
Bhardwaj Ashram (Prayagraj)	Religious Campus	Bhardwaj Ashram
Ghuisarnath Dhaam (Pratapgarh)	Religious Campus	Ghuisarnath Dhaam
Bhrigu Rishi Ashram (Fatehpur)	Religious Campus	Bhrigu Rishi Ashram
Vyaaspeeth Kalpi (Jalaun)	Religious Campus	Vyaaspeeth Kalpi
Gola Gokarn Nath (Lakhimpur Kheri)	Religious Campus	Gola Gokarn Nath
Maa Parmeshwari Devi (Azamgarh)	Religious Campus	Maa Parmeshwari Devi

Bhrigu Ashram Baleshwar (Ballia)	Religious Campus	Bhrigu Ashram Baleshwar
Dugdeshwar Shiv Sthal (Deoria)	Religious Campus	Dugdeshwar Shiv Sthal
Makhauda Dhaam (Basti)	Religious Campus	Makhauda Dhaam
Shiv Mandir Shrankhla, Bateshwar (Agra)	Religious Campus	Shiv Temple (Shrankhla, Bateshwar (Agra)
Soron Ashram (Kasganj)	Religious Campus	Soron Ashram
Sheetla Mata Mandir (Mainpuri)	Religious Campus	Sheetla Mata Temple
Hanumat Dham (Shahjahanpur)	Religious Campus	Hanumat Dham
Hanuman Mandir (Shamli)	Religious Campus	Hanuman Temple

11. Shakti Peeth Circuit	Description of Site	Name of Site
Vindhyavasini Devi (Vindhyachal)	Religious Campus	Vindhyavasini Devi Temple
Jwala Devi (Sonbhadra)	Religious Campus	Jwala Devi Temple
Sita Samahit Sthal (Bhadohi)	Religious Campus	Sita Samahit Sthal
Lalita Devi (Prayagraj)	Religious Campus	Lalita Devi Temple
Alopi Devi (Prayagraj)	Religious Campus	Alopi Devi Temple
Kadavasini (Kaushambi) (Repeat)	Religious Campus	Kadavasin Temple
Shivani Devi (Chitrakoot) (Repeat)	Religious Campus	Shivani Devi Temple
Gayatri Shakyipeeth (Sumerpur)	Religious Campus	Gayatri Shakyipeeth Temple
Pateshwari Devi Devipatan (Balrampur)	Religious Campus	Pateshwari Devi Temple
Lalita Devi (Naimisharanya)	Religious Campus	Lalita Devi Temple
Sheetala Chaukia Dham (Jaunpur)	Religious Campus	Sheetala Chaukia Dham
Vishalakshi Devi (Varanasi)	Religious Campus	Vishalakshi Devi Temple
Katyayini Devi (Mathura) (Repeat)	Religious Campus	Katyayini Devi Temple
Belha Devi (Hamirpur)	Religious Campus	Belha Devi Temple
Shakumbhari Devi (Saharanpur)	Religious Campus	Shakumbhari Devi Temple
Bairagarh Mata, Konch (Jalaun)	Religious Campus	Bairagarh Mata Temple
Chandika Devi, Buxar (Unnao)	Religious Campus	Chandika Devi Temple
Kushmanda Devi, Ghatampur (Kanpur Dehat)	Religious Campus	Kushmanda Devi Temple
Devkali Mandir (Auraiya)	Religious Campus	Devkali Temple
Maa Tarkulha Devi Dham (Gorakhpur)	Religious Campus	Maa Tarkulha Devi Dham
Maa Sheetla	Religious Campus	Maa Sheetla Temple

12. Krishna/Braj Circuit	Description of Site	Name of Site
Baldev Mandir (Mathura)	Religious Campus	Baldev Temple

Mahaban (Mathura)	Mahaban Nagar Panchayat	-
Vrindavan	Vrindavan Nagar Palika	-
Nandgaon	Nandgaon Nagar Parishad	-
Barsana	Barsana Nagar Panchayat	-
Govardhan	Govardhan Nagar Panchayat	-
Gokul	Gokul Nagar Panchayat	-

Director General, Tourism,
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