



GOVERNMENT OF MEGHALAYA
DIRECTORATE OF TOURISM

‘Meghalaya Support for Tourism Event Program, (M- STEP)’

Scheme guidelines/ details available at	www.meghalayatourism.in
Submission Mode	Online mode
Address for communication and submission.	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.

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

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

Government of Meghalaya will provide a grant/sponsorship for organizing a festival in the State of

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

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

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

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

**The allocation of sponsorship for each project will be determined by the Expert Tender 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

This scheme is also open to the office of the Deputy Commissioners deployed in the State of Meghalaya

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 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

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
- b. The Organization must have tied up or planned the matching resources at least to the extent of 50
- c. The organization should possess the necessary facilities, resources, personnel, and experience to
- 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

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

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

Category of	Brief Description	No. of Patror	No. of days	Quantum of
Small Event (maximum of 7-10	Small festivals are those organized for the community, catering to the needs of a small	200 - 500	1	Up to INR 5 lakhs
Medium (maximum	Medium-sized events are organized for towns or villages and aim to represent different communities, highlighting	501-3000	1-2	5 lakhs - 25 lakhs
Large (maximum of	Large festivals are organized at the state level and encompass activities that extend	More than	2- 7 days	25 lakhs up to 50
Festival organized Deputy Commissioners (One event per district. Preference will be given to districts which do	Festivals, organized at the district level under the	More than	1-2 days	Up to 50 lakhs

Category of	Brief Description	No. of Patron	No. of days	Quantum of Grant

6. Accounting Procedure

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

- 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
- 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
- c. It will be subjected to such other conditions and rules as may be prescribed by the Government

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

- Soft copy of Project Report in PDF format enlisting details of
 - Description of the project for which assistance is requested, including its duration and
 - 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

- 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,
 - 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
- Constitution of the Organization.
 - Constitution of the Board of Management or Governing Body and particulars of each
 - 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
- 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.

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

8. Mode of Selection

- a. The grant/sponsorship recommendations within the Scheme will be evaluated and suggested by an
- 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

9 . Disbursement of

- a. The grant under the Scheme will be released in two installments each of 50% (First 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
- b. The applicant has to furnish utilization Certificate with proof of expenses incurred for the event under

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

- 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 disbursal 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
- b. Agency are required to upload videos of their Production/Function/ Workshop etc. crediting

Annexure-I

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

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,

DOCUMENTS TO BE

ATTACHED Constitution of the Organization with appropriate details

- I.
- 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
- 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

Name:

Designation:

Office

Stamp:

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

CHECK LIST

(To be enclosed with the

No		Whether information given/documents attached (Please write Yes/No)
1		
2	Copy of the Registration Certificate and Memorandum of	
3	Permanent Account Number (if applicable)	
4	Project in brief in not more than 500 type-written words	
5	Synopsis of the Project must include, but not limited to: <ul style="list-style-type: none"> <input type="checkbox"/> 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. <input type="checkbox"/> Rationale for support by Government <input type="checkbox"/> Expected Footfalls <input type="checkbox"/> Media coverage plan <input type="checkbox"/> O&M Plan <input type="checkbox"/> Potential Impact & Outcomes <input type="checkbox"/> Management plan for traffic, security, waste etc <input type="checkbox"/> Financial statement of the project providing itemized details of recurring and non-recurring 	
6	Complete details of cost of proposed project	
7	Audited statement of accounts & utilization certificate in respect of grants released by the Directorate on	
8	Last three year's receipt and payment account and balance	

**Signature-----

Name-----

Office Stamp-----

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