

Government of India
Ministry of Tourism
(Niche Tourism Division)

C-I Hutments
Dara Shikoh Road
New Delhi – 110 011

No. NT-705/17/2018-NT

15.01.2019

To

The President
Indian Yoga Association
68, Ashok Road
New Delhi – 110 001

Subject: Yog Kumbh of IYA @ Kumbh Mela, Prayagraj, 2019

Sir

I am directed to refer to your letter dated 3.12.2018 on the above subject and to convey the approval of the Ministry of Tourism (MOT) for providing financial support as sponsorship of Ministry of Tourism for the tentage at the Yog Kumbh which is proposed to be organized at Kumbh Mela, Prayagraj, 2019.

2. The financial support of the Ministry of Tourism shall not exceed Rs 5.00 Lakh (Rupees Five lakh only) or 50% of the cost of holding the event, whichever is less and is subject to realization of the following deliverables:

Signage and Branding: Display of Incredible India Logo at:

- (i) All the hoardings set up by India Yoga Association across the Kumbh Mela to attract the international audience.
- (ii) All sessions will carry creatives of the Ministry of Tourism Logo.
- (iii) All tents. Stalls, office spaces, research labs will display Incredible India Logo.

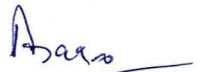
3. The Incredible India logo files are attached. The India Tourism Office, New Delhi (Mr. Anil Oraw, Regional Director, Telephone: 011-23320342, 23320005, Email: goitodelhi@nic.in) will be the point of contact for realization of all deliverables except advertisement.

- 2 -

4. The Invoice in prescribed format along with proof of deliverables may be submitted to this office after the event along with claim bill and mandate form etc. duly filled up for further processing of payment.

5. This issues with the approval of the Competent Authority.

Yours sincerely


(A.S. Saxena) 18/12/19
Assistant DG (NT)

Copy to:

Shri Anil Oraw, Regional Director, India Tourism Office, 88, Janpath, New Delhi.