

Government of Goa
Department of Tourism
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No. 4/4[6-4]/State Committee/ 21-DT/653

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ORDER

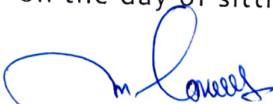
The Government of Goa is pleased to re-constitute the State Level Marketing and Promotion Committee under the Chairmanship of Hon'ble Tourism Minister comprising of following members:

Sr. No.	Name / Designation	Particulars
1.	Hon. Dy. C. M. / Minister for Tourism	Chairman
2.	Chairman - GTDC	Vice Chairman
3.	Secretary [Tourism]	Member
4.	Managing Director - GTDC	Member
5.	President—Travel & Tourism Association of Goa	Member
6.	President, Shack Owners Welfare Society -Goa.	Member
7.	Mr. Nand-Gopal Kudchadkar, c/o LPK Waterfront, Nerul	Member
8.	Mr.Sunder Advani, Chairman & Managing Director, Advani Hotels and Resorts (India) Limited.	Member
9.	Mr. Rohit Salgaonkar, Guirim, Vancio Wada, Mapusa, Bardez, Goa.	Member
10.	Director of Tourism	Member Secretary

The State Level Marketing and Promotion Committee (SLMPC) shall have the following functions:

- The SLMPC shall be, for all purpose a recommendatory body to the Government and shall render all help and assistance for deciding matters relating to promotion and marketing activities of Goa Tourism. As such, all the decisions of the SLMPC shall be subject to approval by the Government.
- The execution of the events and activities under the promotion and marketing shall be carried out by the Department of Tourism. Government may, however, allot any specific event or activity to Goa Tourism Development Corporation for execution.
- The SLMPC shall finalise and recommend to the Government a calendar of events for the annual year with probable estimates alongwith with a list of stand by events upto 80% of the annual budget allocation on account of the promotion and marketing. Such calendar of events shall be finalised for the period from the month of June of the current year to the month of May in the succeeding year. In respect of balance 20% of the annual budgetary allocation. It shall be open for the Government to decide on the events to be participated and activities to be undertaken in respect of promotion and marketing of Goa Tourism

- d) The SLMPC shall decide upon and recommend for the empanelment of various agencies for execution of scope of work of the activities under promotion and marketing of Goa Tourism subject to fulfilment of necessary codal formalities.
- e) The SLMPC shall finalise branding plans and marketing strategies for Goa Tourism and all other promotional and marketing related matters.
- f) The SLMPC may appoint special invitees, nominees, experts as and when required subject to approval of the Government.
- g) The SLMPC shall set the procedures and finalise the standards for undertaking promotion and marketing activities of Goa Tourism.
- h) The SLMPC will be at a liberty to set its own procedures such as constituting sub-committees and take necessary decisions in order to evolve effective and strategic branding campaign for Goa Tourism, so that the Goan tourism industry derives maximum benefit of promotion and marketing exercise.
- i) The committee will meet minimum 5 times in a year.
- j) The valid quorum for the meeting the committee shall be six members.
- k) The President Travel and Tourism Association of Goa, shall be the ex-officio member of the Committee.
- l) The tenure of the other non-official members of the committee shall be for three years with effect from its constitution / reconstitution as the case may be, which may be extended by the Government for a further period of maximum one year. Non-official members once nominated may be repeated for another term with Government approval. Government may, however, remove, substitute or replace any such nominated member at any point of time, if felt necessary to do so.
- m) The nominated non-official members on the SLMPC will be paid sitting fees as per the Government notified rates and travelling as per actual expenditure subject to a maximum of Rs.1,500/- on the day of sitting of the SLMPC.



[Menino D'Souza]
Director of Tourism

To:

- 1) The Hon. Dy. C.M. / Minister for Tourism, Secretariat, Porvorim, Bardez, Goa.
- 2) The Chairman, Goa Tourism Dev. Corpn. Ltd., Paryatan Bhavan, Patto, Panaji, Goa.
- 3) The Secretary [Tourism], Secretariat, Porvorim, Bardez, Goa.
- 4) All members
- 5) The Director, Department of Printing and Stationery, Panaji, Goa ---- with a request to publish the same in the forthcoming official gazette and send 2 copies of the same to this Department for office record.