

**Government of Orissa
Department of Tourism and Culture
(Tourism)**

No 1828 /TSM,
T. TSP-III-42/2008

Bhubaneswar,

the 24th February 2009

OFFICE ORDER

Sub:- **Implementation of the Special Tourism Promotion Officers (STPO) Scheme.**

State Government had under consideration the question of introducing the Special Tourism Promotion Officers scheme with a view to enlisting the support of NRIs, especially NROs for promoting Orissa as a preferred tourism destination. The Special Tourism Promotion Officers (STPOs) scheme entails enrolling NRIs mainly NROs as our STPOs. They would be housewives, students, professionals who in their spare time would be acting as brand Ambassadors and direct sales agent of Orissa Tourism. They would be motivating and referring their friends and peer groups to travel to India and Orissa.

Orissa Tourism would be providing them all the literatures and promotional ad materials in this regard. All tourists coming through STPOs would be given VIP treatment and a special discount. All STPOs would be entitled to a financial incentive on the business generated through them.

STPOs would not undertake any financial transaction or liability on behalf Orissa Tourism. All financial transactions will be between respective hotels/travel agents/tour operators and the tourists. STPOs would be registering online in prescribed application form and would be issued an ID card and special incentives on their home visit, including FAM tours based on their performance.

Any body having voter I-Card, valid Passport and Visa is eligible for applying for being enrolled as a STPO. They may apply to G.M. OTDC, Lewis Road, Bhubaneswar-751014 Phone- (0674) 2431289 E-Mail:- otdc@ortel.net / www.panthanivas.com for this purpose. Initially booking shall be permitted to STPOs for all OTDC properties. Subsequently other hotels participating in STPO scheme can be roped in. This scheme will remain valid for a period of one year from the date of issue of the order. The online application form for those staying abroad and staying in India are available at Annexure- 'A' & 'B' and the detailed scheme relating to appointment of Special Tourism Promotion Officers within the country and abroad is available at Annexure- 'C'.

**Commissioner-cum-Secretary to Government
Department of Tourism and Culture (Tourism)
Government of Orissa**

Memo No 1829 /TSM,

Bhubaneswar, the 24th February 2009

Copy along with enclosure forwarded to All Departments/All Heads of Deptt./ OTDC Ltd. / All ADTs/All Tourist Officers for information.

Director – Tourism

Memo No 1830 /TSM, Bhubaneswar, the 24th February 2009
Copy along with enclosure forwarded to All Officers/All Sections/All Cell/Guard file of TSP-III Seat for information.

Director, Tourism

Memo No 1831 /TSM, Bhubaneswar, the 24th February 2009
Copy along with enclosure forwarded to Chairman, HRAO/General Secy., TAAO/President, THRAO, C/o Hotel Keshari, Station Square, BBSR for information with a request to circulate it among their members.

Director, Tourism

Memo No 1832 /TSM, Bhubaneswar, the 24th February 2009
Copy along with enclosure forwarded to Data Entry Operator, Tourism Deptt. for entry into Orissa Tourism Website.

Director, Tourism

**Government of Orissa
Department of Tourism & Culture
(Tourism)**

Special Tourism Promotion Officers (STPO) Scheme.

Introduction

For attracting more foreign and domestic tourists to Orissa, Department of Tourism has taken up several drives including participation in important national / international tourism events, publicity in international magazine and electronics media etc. It is an admitted fact that the tourism activities are dependant on the kind of publicity, promotion, exposure and awareness amongst the potential tourists. Another major component to reach the potential tourists in most inexpensive way is the word of mouth publicity and personal contact with the prospective tourists. To get to this end, Persons of Indian origin staying outside the State and Country be enlisted as Special Tourism Promotion Officer who shall disseminate information and market the tourism products of Orissa on some incentives.

The **Special Tourism Promotion Officers Scheme (STPO)** Scheme is therefore introduced with the following stipulations. OTDC will be Nodal Agency for implementing the Scheme.

1. Objectives

- i)The Scheme aims at enlisting the support of NRIs, preferably NROs to promote Orissa as a preferred destination among their friends and acquaintances.
- ii)They could be Businessmen, Housewives, Students or any other professional who in their spare time motivate their friends to visit Orissa.
- iii)They shall be disseminating information on Orissa Tourism and market Orissa Tourism products amongst their friends and relatives along with potential tourists visiting the State.
- iv)They will be enrolled as **Special Tourism Promotion Officers (STPO)** who will be entitled to get some incentives on the business generated through them while the tourists booked through them will get some discount.
- v) Their enrollment will be honorary and they will be only entitled for incentives on the business generated through them. They can not create any lien or liability on behalf of the State Department of Tourism / OTDC.

2. Eligibility

- i) Any Non-Resident Indian, preferably Non-Resident Oriya staying abroad with valid Passport & Visa and any Resident Indian staying within India but outside Orissa, preferably Oriya is eligible to apply for being enrolled as STPO

3. Application Procedure

- i) NRIs staying abroad will apply in the prescribed Enrollment Form – A and Indians staying within India will apply in the prescribed Enrollment Form – B to the General Manager, OTDC

- ii) The Enrollment form can be based by E-Mail or Fax (otdc@panthanivas.com) or Fax (+ 91 674 2431053). **(Forms appended)**

4. Enrollment Procedure

- i) On receipt of the form, the STPO Cell of the OTDC will examine the application with reference to the prescribed eligibility criteria and allot an ID Number and issue an I-card to the eligible applicants.
- ii) Allotment of the ID Number and issue of the I-card will be the formal enrollment of the STPO.

5. Incentives

- i) Hotels participating in this scheme will give a Discount of 20% on the room rent out of which the tourists booked through STPOs will get a discount of 10% and the STPOs will get an incentive of 5% and the remaining 5% will be the share of Orissa Tourism Portal as and when it is operative.
- ii) The hotels may decide a higher incentive in consultation with the STPOs on one to one basis.
- iii) Besides, the STPOs will get hospitality on their home visit and FAM Tours periodically on the basis of the volume of business done.

6. Implementation

- i) The scheme will be implemented immediately in all the OTDC hotels, popularly known as 'Pantha Nivas'.
- ii) It will be implemented in other private hotels as and when they join the scheme by signing an MoU with DoT/OTDC.
- iii) The STPO Cell will provide the details of the participating hotels (who will sign MoU with DoT/OTDC) to the STPOs and the details of the STPOs to the concerned hotels on a regular basis.

7. Booking Procedure

- i) Tourists will directly interact with the hotels for booking. While doing so, they will quote the ID Number of the STPO to get the discounted tariff. They will follow the booking procedure of the concerned hotel.
- ii) **In case of OTDC hotels**, tourists will send a request to the OTDC Head Office by E-mail (otdc@panthanivas.com) or Fax (+ 91 674 2431053) for booking in any Pantha Nivas. On getting the request, STPO Cell of the OTDC will inform the tourists about the procedure. Here also the tourists will quote the ID Number of the STPO to get the discounted tariff.

8. Others

- i) All the STPOs shall be provided with tourist literature, electronics & print materials on Orissa Tourism.
- ii) OTDC shall educate the STPOs about the tourism products of the State, booking procedure, rules for cancellation and all related information and keep them regularly updated through email & website.
- iii) The details of their activities shall be submitted by STPOs at regular interval to OTDC and there will be periodical view of their performance.
- iv) The services of STPOs can also be utilised for providing logistic support on payment to outbound tourists as well as Govt. officials /delegations.

ENROLLMENT FORM FOR STPO
(for NRIs staying abroad)

1. NAME:

2. FATHER'S NAME:

3. PRESENT ADDRESS (WITH PHONE/FAX):

4. PERMANENT/CONTACT ADDRESS IN INDIA:

5. EMAIL ID:

6. OCCUPATION

- NAME & ADDRESS OF INSTITUTION (FOR STUDENTS)

7. DATE OF BIRTH:

8. MALE/FEMALE:

9. NATIONALITY:

10. PASSPORT NUMBER:

11. DATE OF EXPIRY OF PASSPORT:

12. ISSUING OFFICE:

13. HOW LONG STAYED ABROAD:
(COUNTRIES/CITIES WITH DURATION)

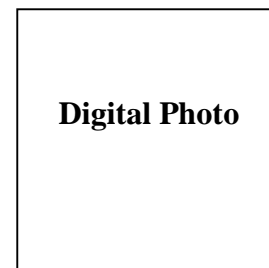
14. MEMBERSHIP OF CLUBS / SOCIETIES:

15. Bank Account Number, Address and Swift Code:

16. Additional Information:

- Hobby/ Special Interest, if any
- Brief about other Family Members

(N.B: Enclose scanned copy of Passport & Valid Visa)

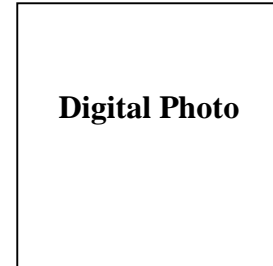


ENROLLMENT FORM FOR STPO
(For Resident Indians staying within India)

1. NAME:

2. FATHER'S NAME:

3. PRESENT ADDRESS (WITH PHONE/FAX):



4. PERMANENT ADDRESS:

5. EMAIL ID:

6. OCCUPATION

- NAME & ADDRESS OF INSTITUTION (FOR STUDENTS)

7. DATE OF BIRTH:

8. MALE/FEMALE:

9. NATIONALITY:

10. MEMBERSHIP OF CLUBS / SOCIETIES:

11. Bank Account Number and Address:

12. Additional Information:

- Hobby/ Special interest if any
- Brief about other Family Members

(N.B: Enclose scanned copy of Identity Proof with Photograph like
Voter I-card, PAN Card, Driving License, Passport)