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#### NOTIFICATION

No. C. 31012/3/2020-TOUR/14, the 9<sup>th</sup> June 2021. In the interest of the public and for the Development of Tourism Industry in the State, the Governor of Mizoram is pleased to notify the "Operational Guidelines for Organising Festivals/Fairs/Events by Non-Government Agencies in Mizoram" as enclosed.

K. Lalrinzuali, IAS  
Secretary to Govt. of Mizoram,  
Tourism Department.

#### OPERATIONAL GUIDELINES FOR ORGANIZING FESTIVALS, FAIRS & EVENTS BY NON GOVERNMENT AGENCIES

##### 1. Introduction

Festivals have been generating a significant amount of tourists and are being recognised as a form of cultural tourism, by the Ministry of Tourism, Government of India as well as the state tourism departments, with millions of tourists attending major Indian festivals each year. Cultural tourism is one of the significant branches of tourism. The World Tourism Organization suggests that more than 40 percent of all international tourists are "cultural tourists".

Festivals are now being developed with the primary motive of promoting them as tourism products and also increasing tourist footfall for the destination. Mizoram has various festivals such as Chapchar Kut, Anthurium Festival, Winter Festival, Lyuva Kuthla, Hlukhla Kut etc. These festivals are organized by the State Government. There are different festivals, fairs and events being organized by the non government agencies throughout the year which attract large volume of domestic tourists and local tourists. The Allocation of Business Rules 2019 issued by the General Administration Department, Government of Mizoram allocated fairs and festivals for promotion of tourism vide its order No.A-46013/1/2017-GAD, the 19th June, 2019. Hence there is a need to coordinate, regulate and supervise the non government agencies in organizing fairs, festivals and events relating to promotion of tourism in the State.

Local festival celebrations have now become popular among the people where these local events or festivals generated great curiosity in the domestic and inbound markets. This recent

trend is turning into a big advantage for the State’s tourism industry and the major stakeholders believe that with the correct marketing and positioning of the festival or event, this particular segment may prove to be the biggest tourist pull for the State of Mizoram.

Events such as festivals not only attract tourists but also help to develop or maintain a community or regional identity. Festivals constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena across the world. Tourism boards across the world have used festivals for generating opportunities to promote tourism. It is time that Mizoram too follows a similar trend and slowly makes its mark as a premier events and festival destination by encouraging local players in promoting tourism in the State and there would also be a mutual benefits for the State Government, local players and local communities.

2. Eligibility

Non Government Organizations, Civil Society Organizations or societies registered under the Mizoram Societies Registration Act 2005 and any individual or group of individuals who is or are citizen(s) of India are eligible to conduct or organize fairs, festivals and events in Mizoram whose main purpose of the event is promotion of tourism or attracting tourists in the State.

3. Procedure for application for organizing fairs, festivals and events

Any NGO, society or individual who is a citizen of India shall apply to the Prescribed Authority, who is Director of Tourism Department in a prescribed format (Annexure I) before 30 days of organizing the event with a prescribed fee which may be determined by the Government from time to time. Permission may be issued to the applicant as per Annexure II

4. Fees

A minimal fee for organizing which shall be paid by organizers of festivals shall be fixed by the Government from time to time.

5. Display of Responsible Tourism Pledge

Any organization, society, individual or a group of individuals who organize the festival, fairs and events shall display the Mizoram Responsible Tourism Pledge in a prominent place as per the format shown below:

-----Responsible Travel Pledge-----

Mizoram Tourism Logo	<p>I pledge to be a responsible traveller</p> <p>When I explore new places, I will leave nothing but footprints and take away only memories</p> <p>I shall not harm, what does not harm me</p> <p>I shall travel clean and green I shall respect the local culture,</p> <p>And I shall promote sustainable tourism</p>	Mystical Mizoram Logo
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6. Disposal of Solid Waste Management

Use of eco-friendly practices and local products should be encouraged. There should be a provision of facility for segregation of garbage into biodegradable (kitchen waste etc), non-bio-degradable (thermo coal products, aluminium foil, cigarette butts etc) & recyclable (newspapers, bottles, cans etc). Composting should be encouraged for the disposal of kitchen garbage. Solid waste and sewage disposal should be carried out in an orderly and eco-friendly manner. Garbage bins should preferably be made of bamboo or timber at the event. Garbage shall also be disposed off in such a manner that disposal method shall not be harmful to the environment.

astic bags or any other non bio-degradable materials shall be discouraged at the place of the event.

7. Safety & Security:

To provide hassle-free and stress-free environment for the visitors, the following mandatory requirements need to be fulfilled to ensure safety of visitors.

- a) Prior information to Local Police Station with constant communication with Local Police Station.
- b) A properly equipped First Aid kit at the reception and adequate first aid training should be provided to the organizers. The facility of doctor-on-call should be available.
- c) Organizers of the events should be trained in Disaster Management to face disasters such as fire, road accidents, earthquakes, floods, landslides (in hills) etc.

8. Promotion of local entrepreneurs

Local entrepreneurs, women self help groups, local vendors shall be encouraged as far as possible, to take up petty business during the event so that their livelihoods are enhanced by the event. Responsible tourism friendly policy should be adopted for sustainable growth which also benefits the local community and does not adversely affect the local environment.

9. Report of the event

Any organizer of the event, fairs or festivals shall submit report of the event to the Tourism Department within 15 days of completion of the events mentioning:

- a) number of participants;
- b) number of audience/viewer in local TV channel (TRP), Facebook Video, Instagram Reel, Twitter or Youtube as the case may be
- b) number of foreign tourists, domestic tourists, local tourists;
- c) programme details;
- d) response of the people through social media handles in Twitter, Instagram, Facebook, Youtube etc;
- e) outcome of the event – how the event promotes tourism
- f) detailed expenditure statement
- g) photographs in A4 size paper – embed/paste photographs in a single A4 size paper with 10 photographs

10. Promotion & Branding

The State Tourism Department will also run promotional campaigns for such events, fairs or festivals through social media handles such as Twitter, Youtube, LinkedIn, Instagram or Facebook, visual, audio or print media.

## 11. Exemption

Any departments under the State Government and Autonomous District Councils are exempted from these Guidelines. However, they are also required to abide by the Para 6 of the Guidelines while disposing garbage.

## 12. Penalty

The management should at all cost ensure visitors do not cause harm or injury to the wild animals and destruction of plants and forests. Strict adherence to the laws and rules of the Central Government and the State Government must be followed. Violation of laws in force shall be punished under relevant sections of the rules of Central or State Government

## ANNEXURE I

## Application for organizing fairs/festivals/events etc

To

Prescribed Authority  
Tourism Department  
Mizoram

Please affix passport size photo of applicant
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Subj: Application for organizing fairs/festivals/events etc

Sir/Madam,

I/We wish to organize fairs/festivals/events etc in Mizoram as below:

1	Name of applicant	
2	Address of applicant	
3	Contact No of applicant	
4	Email of applicant	
5	Name of fairs/festivals/events being organized	
6	Tentative date(s) of events	
7	Place of events being organized	
8	Enclose society registration certificate in case of registered society and VOTER ID in case of individual or a group of individuals	
9	Whether application fee is paid or not	
10	Will you submit Report after the event as per Para 9 of the Guidelines? (Yes/No)	

I promise to abide by the rules and regulations/guidelines issued by the Tourism Department from time to time.

Date:

Signature of Applicant with Seal (if any)

ANNEXURE II

PERMISSION TO ORGANIZE FAIRS/EVENTS/FESTIVALS

PERMISSION ACCORDED TO	
NAME OF EVENT/FESTIVALS/FAIRS	
DATE OF EVENT/FESTIVAL/FAIRS	
PLACE OF EVENT/FESTIVAL/FAIRS	

Terms & Conditions:

1. Organizers shall abide by Para 5 of the Guidelines – To display Responsible Tourism Pledge at prominent place
2. Organizers shall follow Para 6 of the Guidelines – Disposal of garbage in environmentally friendly manner
3. Organizer shall follow Para 7 of the Guidelines – Police to be informed, FA Kits to be put in place and to get ready for disaster management when required.
4. Organizers shall comply Para 8 of the Guidelines – to engage local people during the event.
5. Organizers shall comply Para 9 of the Guidelines – Submission of Event Report to the Tourism Department within 15 days of completion of the event.

Date:

Signature of Prescribed Authority & Seal