

No. J-11038/1/2011-12-Prog.
Government of India
Directorate of Field Publicity
(Ministry of I&B)

New Delhi-66, dated 09-03-2012

Fresh Guidelines for Conducted Tours

The main changes during implementation of the Conducted Tours and Skill Upgradation, CTSU, component of the continuing plan include clearly defined criteria for identification of participants and focussed areas for the tours. Conducted Tours would focus on a couple of selected areas that affect the lives of the people in rural areas like Agriculture, Drinking Water, Rural Health, Primary Education, Panchayati Raj, etc. which touch lives of rural people. All the participants would be selected from villages and would be related to the activities focussed areas.

1. **Objective**: Each Conducted Tour would have not more than two focussed areas or themes like Agriculture, Drinking Water, Rural Health, Primary Education or Panchayati Raj. Composition of tour party would be the deciding factor for the places/projects to be included in the itinerary of the tour. For instance, if the majority of Opinion Leaders are agriculturists, institutes/projects related to agriculture/ horticulture/ dairying and allied subjects will be included in the itinerary.

2. **Choice of participating Opinion leaders (OLs)**: Opinion leaders would be respectable members of the society whose words carry weight in the area of their residence. They shall be chosen from rural areas residing at locations having a population not more than 5000 and where there is no municipality, Municipal Corporation, or Cantonment or Notified Town Area. The Opinion Leaders would be from among the following Fields:

- (a) Sarpanch, Mukhiya, members of Panchayati Raj Institutions (PRIs),
- (b) Rural Health Workers like Asha or Anganwadi Workers (Rural Health),
- (c) Primary School Teachers (Education),
- (d) Progressive farmers who have carried out improvements or have won awards (Agriculture),
- (e) Office bearers of reputed and rural based NGOs working in areas of Agriculture, Drinking Water, Rural Health, Primary Education and Panchayati Raj (NGO).
- (f) Village prominent personalities whose opinion is valued in the focus area (Prominent Person).

The Opinion Leaders shall be able bodied persons without any known ailments and shall not be above 65 years of age. People belonging to Backward classes (SC/ST/OBC) and women will together form at least 25 per cent of the total group of Opinion leaders. Opinion Leader would not be repeated during the entire plan period.

3. **Duration of Tour**: Ten to twelve days excluding journey period.

4. **Number of Opinion Leaders**: The tour party shall consist of not be more than 12 Opinion Leaders who would be accompanied by one conducting officer and one conducting assistant from DFP.

5. **Selection procedure of opinion leaders**: Each Field Publicity Unit in the Region which is organizing the Conducted Tour would send names of four to six identified persons after taking their willingness including one woman and one from backward classes from amongst the categories mentioned at sr. no. 2 above. The Regional Office shall short-list the names of persons, cross check the availability and other details and prepare a list of persons for the Conducted Tour for sending to DFP:HQ for approval. In addition to the main list of 10-12 Opinion Leaders, the Regional Head would send a stand-by list of names of six other Opinion Leaders for consideration.

6. **Main Components of Tour Programmes**:

(1) Orientation Session: There will be a half-day orientation Session for Opinion Leaders at the Regional Office before the departure of the tour. In this programme, the Opinion Leaders will be given an outline of the purpose of the tour and will be sensitized about the various development schemes of the Government.

(2) Tour: Visits to at least ten Development Projects, mainly in the areas of the identified themes, in the Region being visited. The details would be worked out by the regional Office in whose jurisdiction the Conducted Tour is visiting in consultation with the Conducting Officer of the Tour.

(3) Closing Session: On return from the tour, there will be another interactive meeting at the Regional Office. Here the Opinion Leaders will interact with the Regional Head and narrate their experience during the tour. Efforts would be made to involve local PIB and Media in this session for multiplier effect.

7. **Areas to be visited**: As mentioned at sr. no. 1 above, the Conducted Tour will be theme based. The Conducting Officer would help the Regional Head of the Region being visited for finalization of the projects to be visited keeping in view the local requirements and profile of the Opinion Leaders. This may include the following:

(a) Developmental Schemes/projects being implemented in that state/s under the main developmental schemes of the Central Government in the identified areas. Examples could be NRHM, SSA, MNREGA, Mid-day Meal scheme, ICDS, National Food Security Mission, functioning of Panchayati Raj Institutions in that state, agricultural institutes/universities/research institutes, etc.

(b) Institutes of national importance, mega industrial undertakings, both public as well as private sector, cooperative movement projects, etc.

(c) Historical places especially places depicting National Integration and Communal Harmony.

(d) Any prominent project of the State Government in collaboration with or funded by the Central Government in the focus areas of the conducted Tour.

8. **Mode of transportation:** The travel entitlements including those for local journeys of the Team members would not exceed that of an entry level Group A level officer of the Central Government for transportation.

9. **Boarding and lodging of the tour party:** Efforts would be made for accommodating the touring members at government guest houses / circuit houses. In case of non-availability of government accommodation, lodging and boarding entitlements of the Team members would not exceed that of an entry level Group A level officer.

10. **Honorarium to the opinion leaders:** The Opinion Leaders shall be paid honorarium @ Rs.500/- per person per day for the entire duration of the actual tour from the day of departure till the day of return (both days inclusive) to compensate for the loss of their normal livelihood.

11. **Status of Conducting Officials:** Barring honorarium, the Conducting Officer and the Conducting Assistant shall be treated as members of the Team in respect of the entitlements of the Opinion Leaders for Transportation and lodging/ Boarding and they shall not get separate TA/DA for the duration of the Conducted Tour.

12. **Budget estimate of Conducted Tour:** Budget for each Conducted Tour would be Five lakh rupees. The Regional Head from whose region the team is originating would send detailed break-up of the expenditure for approval to the DFP:HQ.

13. **Impact Assessment:** Impact assessment of this component of the plan scheme would be undertaken by an independent agency.

14. Detailed modalities and instructions are given in the Annexure.

Points to be taken care of for selection of OLs

1. Preferred age group is 30 to 65 years. If possible, a doctor should be included in the tour party if he/she fulfils other criteria.
2. No opinion leader should be a near relative of the FPO proposing his/her name.
3. Pregnant women should not be taken on tour. Persons with history of heart ailment/asthma or other serious medical problems too should not be included in the tour party.
4. Care should be taken to select people with sober habits.
5. While contacting the opinion leaders for inclusion in the conducted tour, the FPOs may project a balanced picture of the advantages of such a tour and the difficulties they are likely to face during the tour. The proposed participants should be told that These tours are primarily meant to be for exposure to development in other parts of the country and not site-seeing or pilgrimmage. They should also be told that they would not be allowed to leave in the middle of the tour.
6. Regional Offices should vary the destination regions to be visited every year and efforts should be made for covering north-east and J&K.
7. The Conducting Officer should broadly plan the entire tour in consultation with the Regional Heads of originating and destination regions. Fine-tuning of details like timing, etc. would be done by the local FPU of the visiting Region.
8. The tour programme (circulated to all concerned) should not merely mention the dates of arrival/departure but also the exact timings so that tour parties can be received (even on holidays) properly at various places included in the itinerary. In a tour like this it may not be always possible to reach a place on a working day.
9. Effort should be made not to touch the same place twice during the tour. As far as possible a circular route may be planned to avoid visiting the same place twice.
10. In metropolitan and other big cities, accommodation is costly. Accommodation should preferably be booked in establishments belonging to government, registered societies, local educational institutions, etc.
11. The facility of getting railway accommodation booked through circular tour tickets should always be availed whenever tour is undertaken by rail. In other cases, as far as possible, State Transport/State Tourism Corporation/India Tourism Development Corporation buses should be hired. The process of booking should be completed well in time.
12. Programme Officer like Assistant Director/Field Publicity Officer (FPO) may be nominated as Conducting Officer and Field Publicity Assistant (FPA) as Conducting Assistant.

13. The Regional Office would disburse sufficient funds to the concerned conducting officer at the earliest for meeting expenditure on transport and accommodation at various places on the itinerary.

14. Payment of Honorarium to Opinion Leaders shall be made after the tour has been completed. No advance payment shall be made.

15. No Opinion Leader shall ordinarily be allowed to leave the tour in the middle. Anyone wanting to do so shall bear the return cost and forfeit claim to Honorarium.

16. In the event of any injury/disability/death resulting from accident, DFP shall not be liable to pay any compensation or bear the cost of treatment of any opinion leader. They shall travel at their own risk.

17. In case any opinion leader falls ill on the way and has to be hospitalized, Conducting Assistant shall stay back with him while Conducting Officer will proceed with rest of the tour party. Cost of transporting such a person back to his home shall be met from Conducted Tour budget. In case of serious illness the Opinion Leader may be sent back to his home by air transport on medical advice.

18. In case of any emergencies like landslide, sudden flood, earthquake or law and order situation which endangers the life and wellbeing of the tour party, the Conducting Officer may call off the tour and return back after getting necessary permission from the Regional Head of the originating region and keeping the DFP:HQ informed.

19. Before proceeding on tour, Conducting Officer shall ascertain climatic condition of the places to be visited and advise the tour party members to prepare their travel kit accordingly.

20. Conducting Officer shall remain in regular contact with the Regional Head of the Originating Region. In case of any emergency, the Conducting Officer shall immediately notify the Regional Head as well as the Directorate.

21. No member of the tour party shall carry with him/her alcohol, drugs or other intoxicants or any firearm or other weapon. In case of breach of this provision, the Conducting Officer would bring this to the notice of the Regional Head of the destination region and would disqualify the concerned Opinion Leader from remaining a member of the Team for the remaining part of the Tour and he/she would have to return at his/her cost and would forfeit the honorarium.

22. All the opinion leaders and both the conducting officials should be issued temporary photo I-cards by the Regional Head of the originating region. These cards, valid only for the tour duration, would be collected back at the end of the tour while disbursing the honorarium.

Transport	Boarding & Lodging charges	Honorarium to opinion leaders	To & from fare to opinion leaders for joining to or returning from the tour	Contingency expenditure (banner, I card, medical care etc.)	Any other Head	Expenditure on Opening Session	Expenditure on Closing Session	Balance deposited in the treasury vide receipt no. --- dated ---	Total

(Give detailed break up separately wherever required)

f) **Tour Report:** A total of Five Copies are to be printed of the tour report, one each for the Conducting Officer, Regional Office, DFP:HQ and Ministry of I&B with one spare copy to be kept with the Regional Office. The tour report is to be prepared and submitted by the Conducting Officer to DFP:HQ in two copies-one for HQ and another for Ministry within 20 days of completion of the Tour along with the expenditure statement copy. The main components of the Tour Report would include a) Brief Introduction by the Regional Head of Originating Region, b) Executive Summary giving highlights of the achievements c) List of Participants of Conducted Tours including Conducting Officer and Conducting Assistant, d) Group Photograph e) Itinerary f) summary of opening session g) summary of visit to each project/scheme h) Brief Remarks by the Regional Head of Destination Region, i) Brief Remarks by each of the member of the Conducted Tour (Hindi/English translation to be enclosed if in regional language) j) Selected photographs and Clippings from Print media in originating region and in destination region k) Summary of the Closing session l) Summary by the Conducting Officer.

Email to: 1.RO of destination region
2. fpoag.dfp@nic.in and ddp.dfp@nic.in

File no. -----
Government of India
Directorate of Field Publicity
Regional Office, -----.

Dated:-----.

Sh./Smt.-----
Regional Head,
Directorate of Field Publicity
Regional Office.....

Departure Report

Sir,

A Conducted Tour party of ---- Opinion Leaders and two officers (total ___ members), whose names and other details are emailed separately, have left for their ___day tour at ___Hrs, today on(dd/mm/yy).

Train Name _____

Train No. _____

Coach No. _____

Berth No. _____ to _____

Other mode of transport:

The Conducting Officer is Sh./Smt.----- (contact details: -----) and Conducting Assistant is Sh. /Smt.----- (Contact details-----).

You are requested to kindly look after the party during their visit to your region as per the itinerary finalized.

()
Regional Head of Originating Region.

Copy to: Director General, Dte of Field Publicity, East Block-4, Level-3, R.K.Puram, New Delhi-66.

Email to: 1.RO of destination region
2. fpoag.dfp@nic.in and ddp.dfp@nic.in

File no. -----
Government of India
Directorate of Field Publicity
Regional Office, -----.

Dated:-----.

The Director General,
Dte of Field Publicity,
East Block-4, Level-3,
R.K.Puram, New Delhi-66.
Sh./Smt.-----
Regional Head,
Directorate of Field Publicity
Regional Office.....

Arrival Report

Sir,

The Conducted Tour party of Opinion Leaders comprising ____ member which had gone on tour has returned today.

Detailed report along with group photograph and expenditure statement is being sent to DFP:HQ within a week.

()
Regional Head of Originating Region.

Copy to: The Regional Head of destination Region with sincere thanks for looking after the party during their visit to your region.