



Indian Association of Amusement Parks and Industries

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To,
Shri. Iqbal Singh Bains, IAS,
Chief Secretary,
Government of Madhya Pradesh

21 September, 2020

Sub: - Re-Opening of Amusement and Entertainment Parks in the new Unlock guidelines, beginning 1st October, 2020.

Respected Chief Secretary Sir,

Kindly accept warm greetings from Indian Association of Amusement Parks and Industries (IAAPI), a National Apex body of Amusement, Theme Entertainment Parks and Indoor Amusement Centres of the Country.

This is further to our letter dated 25th August, 2020 to your good office, following our interaction on 'Revival of Tourism Sector Post COVID 'with Shri Prahlad Singh Patel, Hon'ble Minister of State (IC), Ministry for Tourism, Government of India on 13th August, 2020.

For immediate survival of Amusement Park Industry in the state and its large number of employees, IAAPI once again request your good self to kindly include re-opening of Amusement Parks, Theme Parks and Indoor Amusement Centres - (Entertainment Park) with necessary riders (to allow only visitors above 14 years of age) in the recommendations that the State Government may be submitting to Government of India for the New Unlock Guidelines to be issued by the Home Ministry, for the period beginning 1st October, 2020.

IAAPI has already prepared SOPs under guidance of professionals from the medical fraternity following proper methodology and process towards safety of guests and employees and we assure that the Amusement Industry will strictly follow all the guidelines and SOPs set by the Government and Local administration.

Today, the Government has reopened many other sectors and activities such as Hotel, Resorts, Malls, Gymnasiums, Religious Places, Metros and Museums. Government has also allowed social, academic, sports, entertainment, cultural, religious and political functions and congregations wef, 21st September, 2020 as also open air theatres from the same date, in non-containment zones.

Over the last 6 months, industry has seen job losses, salary reductions, closure of many businesses related to the amusement sector and smaller players might not be able to open back post pandemic. The amusement industry is a very high CAPEX industry employing a large number of people. It is an integral part of India's social infrastructure and tourism industry. Reopening of the amusement industry which is still in its nascent stage needs the support of the Government now more than ever to tide over this crisis.

Today, we need your personal and immediate support to bring this small but important industry back on its feet.

It is noteworthy that re-opening of Amusement Industry will help the State to accelerate its domestic tourism and will add to the economic growth of the State.

I also wish to bring to your notice that IAAPI has made similar request for re-opening of Amusement Park (Entertainment Park) in the new unlock guidelines to be operationalized from 1st October, 2020 to Union Home, Health and Tourism Ministry. Copy of the representation is attached for your kind perusal.

In anticipation of an affirmative response for the benefit of the entire amusement industry.

Yours sincerely,

Ajay Sarin
Chairman - IAAPI