



A Quarterly Newsletter of  
M.P. State Tourism  
Development Corporation Ltd.  
(April 1, 2011)

# From the Heart



## From The MD's Desk

**L**ast quarter of the year has brought many laurels to MP Tourism, firmly establishing our unique and leading position in the industry and energising us with the commitment for future growth.

While on one hand, enthusiasm displayed by Bhopalites welcoming statue of Raja Bhoj, followed by festivities and incessant praise for MP Tourism was humbling; on the other hand bagging National Tourism Award as 'The Best State' was a perfect icing on the cake.

This quarter was also important for us, as we were venturing into the digital media world with presence on Facebook, Flickr, Youtube and other digital channels like Google, Yahoo, Rediff & others. I am delighted to announce that within a short span of 90 days, our fan following on Facebook has zoomed to 45600, which is a record for any Tourism Body in the country.

Meanwhile 'Shadowgraphy' Ad Campaign has continued to create waves across all segments, continuing to bring MP Tourism the distinction of being "most creative".

From infrastructure point of view, prioritization by Ministry of Tourism for record number of projects for 2011-12 (actually 12 projects totalling more than ₹110 Crores) was a shot in the arm. We also finalized the Air Service Operator, Ventura Air Connect, who will connect all major cities and tourist destinations using small aircrafts in Madhya Pradesh. By inking this deal, we have fulfilled a major commitment made in our new Tourism Policy of providing air connectivity.

While at the headquarters we are busy wooing private investments, implementing new Tourism Policy, my reliable team at MP Tourism hotels and marketing offices has ensured robust business growth and smiles on customers' face. I am showered with e-mails of praise for the hospitality, quality of food & service; and to give the due credit to my team, I am sharing some of those golden words with you here.

New financial year raises expectations and brings more hopes. Let's resolve to meet the challenges.

*Hari Ranjan Rao*

Hari Ranjan Rao

April 1, 2011

## King's Coronation

Known for his valor, judgment & quick wit, the 11<sup>th</sup> century's polymath & the famous king of Parmar dynasty, Raja Bhoj's 11 feet high icon of gun metal was coroneted on the 28<sup>th</sup> of Feb, 2011 by unveiling it on the Bank of Upper Lake View Drive Road (now Raja Bhoj Marg) in the presence of former national president of BJP - Mr. Venkaiyah Naidu, Honourable Chief Minister Mr. Shivraj Singh Chouhan, Minister of Tourism Mr. Tukoji Rao Paar and the Chairman of MPT Mr. Dhruv Narayan Singh, who graced the occasion with a number of dignitaries & more than 5000 enthusiastic people. The program was hosted by MPT. A brochure containing the life sketch of the



historic ruler was also launched on the occasion.

In the evening, a spectacular Laser Show depicting the brave & benevolent Raja Bhoj's biography was displayed at the Lal Parade Ground, followed by a cultural night which ended in a magnificent show of fireworks. At the ceremony, play back singer Sukhvinder Singh mesmerized everyone with his scintillating performance, specially dedicating the *Jai Ho* song to Raja Bhoj. Well known percussionist, Shivmani and the winner of 'India's Got Talent' TV show- Prince Dance troupe, also performed at the occasion. All in all, this sparkling event has etched its name in the sands of times.



## And the National Award goes to...

It is award season for MPT again! We have bagged the National Tourism Award 2009-10 for 'Best State'. We are also the winner of the 'National Award for Most Innovative Tourism Product' for our "Caravan". Nagar Palika Khajuraho has been also given National Award for 'Best Civic Management'.

**MPT does it again!**



## MPT Shines at Berlin!



Adding another feather to its cap, Madhya Pradesh Tourism has bagged yet another award! MPT won the most prestigious Pacific Area Travel Writers' Association (PATWA) award as "The Best State for Wildlife and Heritage" during the ITB fair held at Berlin, Germany from March 9<sup>th</sup>-13<sup>th</sup>. ITB Berlin is the largest travel event in the world. Madhya Pradesh Tourism Development Corporation is making all efforts to publicize the rich heritage and diverse tourism sectors of the state. 'The Best State for Wildlife and Heritage' award shows that MPT's strategic marketing and promotion efforts targeted at global travelers are yielding fruitful results.

With this and several other accolades, Madhya Pradesh has come a long way in the promotion of tourism that has propelled it into the big leagues of the tourism world.

## New guidebooks hit the shelves!

The well known series of guidebooks published by MP Tourism Eicher Good Earth has added two more titles in the list which includes 'Omkareshwar and Maheshwar' & 'Bhopur and Bhimbetka'. Both the books contain invaluable and useful background information about their respective tourist attractions along with the exclusive pictures of the destinations like our previous guide books. So, what are you waiting for, collect your copy from the Regional or Marketing offices today, to discover the interesting facts about these places!



## MP specialists

Aiming to educate update travel agents practically and personally about the tourism prospects in MP, MPT and Kuoni Academy, New Delhi, organized a joint training programme for travel agents. More than 150 travel agents participated in this event, held at Delhi, in which the tourist destination, & infrastructure of MP, tourist circuits, suggested itineraries etc were showcased.

## Branding Bhagoria

Madhya Pradesh Tourism has always been in the forefront when it comes to promoting the unique aspects that the state has to offer. In this sequence, MP Tourism put its sincere efforts to promote the festival of colours, love & elopement - Bhagoria in the same spirit.

Though the festival has been celebrated for centuries, this year, in a bid to promote the festival, Madhya Pradesh Tourism invited national level media and travel writers to take part in the festival of hues. The festival was held from March 12<sup>th</sup>-18<sup>th</sup> with haats spread across different villages on different market days. In order to accommodate visitors, MP Tourism erected a campsite at Umrat in Alirajpur district. 15 Swiss tents were pitched at the campsite. And at the end of festival, not so surprisingly, the invitees had a great tale to tell!





## Spreading wings to soar high in the Western Ghats

After winning the heart of U.P. with the marketing office at Lucknow, MPT has embarked on a journey towards the Western Ghats, by opening its Marketing Office in Pune. This expansion is to accommodate the rapid growth of the Indian tourist travel to Madhya Pradesh. The Pune office will allow MPT to serve better the travel agents, airlines, tourism offices and consumers in this region of India, as it adds another marketing team and more budgets for activities. It shows the region's and especially Maharashtra's great importance as a tourist market for Madhya Pradesh and reflects Madhya Pradesh's commitment to provide better and faster service to travellers.

## The Caravan of Pride

Well, great news for the avid travellers, who are planning a trip to Madhya Pradesh. Madhya Pradesh Tourism won the "Most Innovative Product" Award for Caravan Tourism, 'Holiday on Wheels' in India's largest tourism and trade fair, the 86<sup>th</sup> TTF-OTM Event held in Delhi. Now, anyone can enjoy the sightseeing without worrying about the accommodation in these specially designed Red Caravans! Big thanks to MP Tourism for taking this initiative and giving new dimensions to the tourism industry of Central India.



## Dive into luxury: Swimming Pool at the Kipling's Court

By introducing a swimming pool, MPT has added four stars in the beauty of much coveted property of Pench's kipling Court. Amidst pristine forests, rich flora and fauna, this place is a perfect getaway for those seeking peace in the lap of nature. Moreover, this enthralling unit is also considered as the best place for meetings, conferences etc, as it is the melange of nature and luxury. And now with the uber cool swimming pool, it has become a perfect spot for MICE tourism as well!

## Go Camping Ends by Creating An Adventure Wave.

After being bitten by the adventure bug, we launched in collaboration with District Administration one of its kinds, 3 months long adventure fest "Go Camping" which was held in the exotic places of Madhya Pradesh. The camp rolled out in Oct, 2010 at places like the banks of Chambal River, Patalkot, Pachmarhi, Bargi, Choral Dam at Indore and five other destinations, finally culminating in Feb, 2011. Apart from the thrill and excitement it gave, adventure activities helped the people of Madhya Pradesh in exploring the unexplored! Moreover, the overwhelming response from the adventure seekers and rest of *janta* again proves the metal of MPT in organizing such kind of outdoor activities effectively.



## Undoubtedly, MP Ajab Hai !

## Nationwide the Ajab MP has done Gajab !!

The shadows showing various tourist attractions native to the state from its palaces to its forests, woven around an earthy and rustic musical jingle in this minute long "MP ajab hai" ad campaign, has created ripples across the nation. Critically acclaimed for its aesthetics & brilliant execution of shadowgraphy, this TVC has been chosen as the winner of NDTV Profit's "All About Ads Countdown-2010". Also, it recently bagged two Gold and Silver in the film craft category at the recently held "Goa Fest 2011".





## Road Shows

Apart from rich cultural heritage, greenery in profusion, diverse wildlife and astonishing edifices, Madhya Pradesh has a lot more to offer. In order to make Madhya Pradesh a much sought-after destination for tourists, travel agents & media of other states, MPT organized road shows in cities like Lucknow, Raipur, Nagpur, Kolkata & Ahmedabad. The department has been successful in spreading the word & is now expecting happy days for the tourism of Madhya Pradesh.

## New Dreams, New Destinations

In its quest for the best destinations of Madhya Pradesh, MPT is not leaving a single stone unturned to fully bring out the tourism prospects of the state. In this sequence, new projects in the Ratlam-Mandsaur-Neemuch circuit are in the pipeline, while destination development projects at Handia & Indira Sagar have been initiated successfully.

## Good News for Bibliophiles !

Imagine yourself completely immersed in the ocean of words of your favorite author in a cozy ambience... well only a bibliophile can tell how good it feels to be like that! Bearing this in mind, MPT has introduced library in 14 units, where the enthralling world of books is waiting with subjects like wildlife, pilgrim, fiction etc to welcome their readers.

## Guests Speak !

Hospitality of MP Tourism can be described in one sentence- a home away from home. I would like to specially mention the names of Shri Yuvraj Padole & Shri Dilip Pinjarkar of Nagur. We all sincerely thank all the staff of MP Tourism for their professional, kind & friendly attitude.

**Dr. R. Ravi**  
Neeti Gaurav Complex, Ramdaspeth,  
Nagpur -440010

**Ramendra Suri & Shradha Suri**  
185-60/K, Street No-12, Bagh Amber Pet  
Hyderabad 500013

Atithi Devo Bhava' this mission is put into practice at Rock End Manor. Excellent food & excellent hospitality by the staff headed by Prakash & food cooked by MD Thapa. Feel to visit the place again & again. Royal Treatment. Feeling like a king!

**Dr Dangar, Ms Meera Dangar**  
Dr Amonkar, Mrs Malan Amonkar

I am impressed by the MPT for showing prompt concern for a tourist like me.  
Hats off to you (RO Pachmarhi) & MP Tourism

**Mr. Dhiraj Gupta**  
Advocate, High Court, Chandigarh

We recently had the opportunity to visit east MP. Ms Naina Kshirsagar of MP Tourism office in Mumbai, organized our 14 day tour. We had the most wonderful experience throughout the tour. Hotels, food, travel arrangement & all other aspects were handled very well. We are full of praise for MP Tourism for their efforts & wish best luck in continuation of this standard of service to the traveler. We thank Ms Naina Kshirsagar & the whole dept. for this unforgettable experience.

**Tej Singh, Proprietor**  
Memorable Holidays, 322 Akshar Archade  
Opp Memnagar Fire Station  
Navrangpura, Ahmedabad.

It was a great initiative to have highlighted the Bhagoria fair which is a very unique cultural event showcasing the varied & diversified rich Indian Heritage in the way it is being conducted since ages.

The camp facilities were excellent & so were the food & the hospitality.

....this kind gesture by Tansen Residency & Betwa Retreat has really moved us. We really appreciate the customer focus that your organization has. It is reflected in your culture, in your staff and in your managers.....

**Binay Swain**  
Delhi



**M.P. STATE TOURISM DEVELOPMENT CORPORATION LTD.**

Paryatan Bhawan, Bhadbhada Road, Bhopal - 462003, Tel : 0755-2778383, 2774340/42/44, Fax : 0755-2779476, 2774289  
E-mail : info@mp-tourism.com www.mp-tourism.com www.mp-tourism.com