



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

# From the Heart



**O**n the occasion of the World Tourism Day on 27<sup>th</sup> Sept, this year MPT has added a new milestone. The much awaited tourist spot - *Sair Sapata*, at Sevania Gond, Bhopal, is now open for the public. It received tremendous response on the very first

day and the foot suspension cable bridge, was the star attraction of the hotspot. With 12 feet approx (3.5 meter) in breadth and 500 feet in length (183.5 meter), the bridge is the first of its kind in Asia. It was a challenging project as the foot suspension cable bridge was taking shape. We really appreciate the brilliant work done by our engineering team, which turned this challenging task into a ground-breaking success.

There is something for everyone at *Sair Sapata*. The kids play zone gives ample scope to children to play around, while the adventure zone is apt for the daring teenagers. The nature trail is full of serenity, while the food zone will satisfy the foodies. The boating facility is an

ultimate treat for the families. When we see the overwhelming crowd, smiling faces, fun & excitement in the air at *Sair Sapata*, it makes us feel proud that we have given Bhopal what it has always longed for.

The cruise is back in Bhopal with a new make-over. It is innovatively designed like a pirate ship. We are sure the exclusive ambience on board will take many on a sail to the pirate world.

Another pioneering feat which created an edge for the State was the launch of Intra State Air Service by MPT. Madhya Pradesh becomes the first State to commence these services. We hope, the tourists will be more than glad to extend their state in the State.

With these new openings let us re - discover the fun with family and friends. Have a great time.

## From The MD's Desk

  
 Pankaj Rag

Oct. 1, 2011

## World Tourism Day celebrated by MP Tourism

World Tourism Day is celebrated each year on September 27th as declared by United Nations World Tourism Organization (UNWTO), in an effort to highlight the industry's vital economic contributions as well as positive cultural impacts achieved when bringing people together from across the globe. Madhya Pradesh Tourism also, celebrated the day in a glittering programme, at Bhopal, with Minister for Tourism and Youth Welfare, Mr. Tukoji Rao Puar, giving away the State Tourism Awards to the key players in tourism industry. The Minister also honored the outstanding employees of the Madhya Pradesh Tourism Corporation. Mr. Mohan Yadav, Chairman, Madhya Pradesh Tourism Corporation, Mr. Pronab Sarkar, Vice



President, Indian Association of Tour Operators and Mr. Subhash Verma, President, Association of Domestic Tour Operators were present on the occasion as guests of honour. The Tourism Minister applauded the efforts made by the department and highlighted about the future target, which is to bring 1% of the world's population to Madhya Pradesh. This would prove Madhya Pradesh Tourism to be the highest employment generating sector in the tourism industry.

The Managing Director, Madhya Pradesh Tourism, Mr. Pankaj Rag stressed on the need of public private partnership in the tourism sector.

The other highlight of the day was at the Upper Lake, where canoeing and kayaking competitions, paddle boat, *donga* and *tonga* races were organized. As one knows, *tongas* were an important aspect of the bygone era of the culture of Bhopal. They vanished from the road, with the use of modern means of transport. The event received overwhelming response from the water sports lovers of the capital as the local fishermen participated in *donga* race. Basically, *donga* is a small boat meant for catching fish. The other event was the paddle boat race for public and the canoeing and kayaking race for the professional players. The *Bhopalites* were excited to see the *tonga* race, as it brought back the old memories in them.



## Ghazal Maestro Chandan Das wins Bhopal's Heart

Bhopalites are not going to easily forget the evening of 27th September 2011, when noted *Ghazal* singer Chandan Das rendered a performance at Bharat Bhavan.

Soulful *Ghazals* were presented by the artist on the occasion of World Tourism Day sponsored by Madhya Pradesh Tourism. The hall was flooded with the fans of the singer, who did not want to miss the chance of witnessing their favorite singer's live performance in their own city. The show was a tremendous success. The listeners thoroughly enjoyed their evening.



## Flying High ! India's First Intra-State Air Service launched by MPT

Madhya Pradesh has become the pioneer state of the country to launch the Intra State Air Service, with M/s Ventura Airconnect. In a glittering function held on the 7th Sept, 2011 at the Raja Bhoj International Airport, Hon'ble Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan inaugurated the service and facilitated the first passengers on the maiden flight from Bhopal to Gwalior.

M/s Ventura Airconnect is the Nation's first intra state airline operator. Starting with 2 Cessna Grand Caravan, the latest generation full glass cockpit commuter aircraft, every flight promises to be a comfortable one having 9 individual seats, keeping safety on top priority. M/s Ventura Airconnect aims to fly approximately 4 lakh passengers each year and has a vision to connect the State capital with the remotest airfields of the State. These inter connections will provide easy accessibility to the cities with tourist interest and with business potential.





the Tiger State ! ...the land to travel to a heaven of tourism delights !!

### *The Fetes de Geneva* - MPT in Geneva !

Dedicated to carve a niche for Madhya Pradesh's unexplored beauty across the globe, MPT participated in the festival in Geneva, Switzerland during August, 2011. This is a major annual event which attracts over two million visitors from all over Switzerland, Germany, Austria and France. MPT has always been an enthusiastic participant in Travel Marts overseas, as a part of its aggressive marketing policy.

At Geneva, the MPT team offered a plethora of quality consultation services for its exotic hotels, resorts and spectacular destinations. And, you should not be surprised by the fact that the visitors were mesmerized and happy to know about

### The Land of the Chandellas - Khajuraho bags 'Today's Traveller Award'

*Khajuraho*, world famous for its splendid medieval temples with beautiful sculptures intricately inscribed on their walls, has mesmerized tourists from time immemorial with its evergreen & captivating art form. Its ability to attract globetrotters has made it a haven for hoteliers and tour operators. Its popularity helped it in bagging the coveted 'Today's Traveller Award' for Best Heritage Tourism Destination.



### Recognition of our quality literature

MPT has always stressed on the quality production of brochures. Its publications speaks for its destinations. At the annual convention of Indian Association of Tour Operators held in Ahmedabad in September, 2011, MPT was awarded in the category 'Best Tourist Publication - Brochure'

### The Caravan wins 'GMR Express Travel World' Award

Our ravishing red beauty, Caravan, has bagged yet another award. Madhya Pradesh Tourism has won the prestigious 'GMR Express Travel World Award 2010-2011' for the Caravan Coach. The award was presented by Shri Subodh Kant Sahay, Hon'ble Union Minister for Tourism. Mr. Pankaj Rag, the Managing Director of Madhya Pradesh Tourism Corporation, accepted the award on behalf of the Corporation.

*More miles to go... Red Beauty!*



### ...another Award in the Bag...

Apart from winning many hearts for its uniqueness, the alluring 'Shadow Art' ad campaign 'MP Ajab hai Sab Se Gajab hai' has been awarded the 'Best Advertisement Campaign' in the Safari India National Tourism Award 2011, organized by Pacific Area Travel Writers Association. The award is given in recognition for the professional work done by any State Government.

### MPT shines in Srinagar

MPT is extremely proud to have represented Madhya Pradesh in Adventure Tour Operators' Association of India's Annual Convention in Srinagar during September, 2011. The Corporation bagged the award at the Convention for owning the best 'Adventure Camps and Lodges' in the State. After all, MPT is recognized for innovation, excellence and above all, for outstanding achievement and commitment, today. The development is set to bring not only conference and incentive travel to the State, but will also contribute significantly to market Madhya Pradesh as a serious competitor in all sectors.





## The re-launching of Lake Princess in Bhopal Upper Lake

A favorite hangout for most of the Bhopalis and visiting tourists, the Cruise - 'Lake Princess' of Bhopal was re-launched formally on 28<sup>th</sup> Sept, 2011, in a grand inaugural ceremony by Hon'ble Chief Minister, Shri. Shivraj Singh Chouhan.

The new cruise boat which is 71 feet long and 18 ft wide, is unique in many ways. This enchantress easily disguises one, as it has a look of a rustic Mexican pirate ship from outside but is very hi-tech & luxurious inside.

Meticulously crafted interiors blend with delicate choice of the finest material from classic to contemporary. Fully air-conditioned and equipped with the latest technology, the cruise's deck is 24 ft X 18 ft with comfortable seating arrangement for 40 persons. The raised bulwark, extended stainless steel safety rails, moulded non-slip surface, toughened glasses and clear forward screens optimize night vision to the people on board. Furthermore, the contemporary design featuring timeless styling perfectly matches its attractive decor to create an intimate and cozy atmosphere, perfect for relaxing and enjoying a peaceful break.

...another feather in MPT's cap.

Pachmarhi's most acclaimed hotel, Glen View and the prestigious Motel Marble Rocks at Bhedaghat( Jabalpur) were recently adorned with a 3-Star rating on the recommendation of the Central Tourism Ministry. This achievement was a true testament to the hard work and dedication of the hotel's staff, who take a tremendous amount of pride in being the best in the industry. The proud Managers of the respective properties received the certificate from Hon'ble Chief Minister on the occasion of World Tourism Day. As of now eight units of MPT have been awarded in the Three Star hotel category. These include Palash Residency (Bhopal), Tansen Residency (Gwalior), Kalchuri Residency (Jabalpur), Kshipra Residency (Ujjain), Tourist Village (Shivpuri), Betwa Retreat (Orchha) and Gateway Retreat (Sanchi) . Apart from these, Sheesh Mahal (Orchha), Rock End Manor (Pachmarhi) and Satpura Retreat (Pachmarhi), enjoy the privilege to be recognized under the Heritage Category.



## Food Fiesta at Palash Residency, Bhopal

A fabulous food festival to reflect the indigenous cuisine culture of Madhya Pradesh was recently organized to promote the culinary of Bhopal, Baghelkhand, Bundelkhand & Malwa regions. The event was organised at Palash Residency in Bhopal from 16<sup>th</sup>-18<sup>th</sup> September, 2011. The food enthusiasts were offered several lip-smacking delicacies. Such food festivals are royal treats for all gourmets to savor Central India's spread of delectable dishes.



## Guests speak

Stay here and you'll be glad you did! The staff, room, view, location, are all outstanding! We are very much satisfied with your behavior and service. The view from this 3 star rated motel ( Motel Marble Rocks, Bhedaghat) is fantastically beautiful. Try it and you'll love it !!

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