



A Quarterly Newsletter of
**M.P. State Tourism
 Development Corporation Ltd.**
 (April 2, 2012)

From the Heart



Committed to ensure innovation and novelty, it is a matter of immense pleasure for the team of Madhya Pradesh Tourism to receive the honour by Her Excellency Hon'ble President of India, Mrs Pratibha Devi Singh Patil in terms of

not just one but four National Awards of Excellence in the Tourism sector. Well, ask the team how arduous the task has been as we try to reach the top and remain there for such a long time! The credit goes to every employee of the Corporation.

Kudos to team MPT ! Keep it up!

With humility, we acknowledge the accolades and recognition at National level, while we constantly strive to scale the summit of excellence through consistent hard work eyeing our target of being the best once again.

The 'Madhya Pradesh Tourism Meet-Conclave and B2B' held in Khajuraho during 01-02 February, 2012 was a platform to brainstorm for both the policy makers and the players in the tourism industry about the tourism development of the State and Khajuraho in particular. As the dynamism of the State is yet to be explored, we prioritize to act as a catalyst for the development of tourism in the State.

It was also time for SATTE Openworld at New Delhi, a gala event of travel-trade industry where MPT marked its notable presence and achieved tremendous response.

We have also come out with an attractive booklet called 'Unknown Attractions around the Known Destinations', where MPT has attempted to create an awareness about the lesser known destinations around the known destinations. We hope this book will be of immense help for both the back packers as well as the tour-operators who can highlight these lesser known destinations as a regular part of their itineraries.

As a part of the dynamic marketing strategy, we strive to showcase the state both to the inbound as well as the outbound tourists. MPT's brilliant presence at ITB in Berlin is an active example of our collaborative initiative.

With the advent of a new financial year, we intend to set a new vision to sustain our growth and take quantum leaps as we reach the goals, setting more milestones in the days to come. The future truly belongs to those who believe in the beauty of their dreams.

Let us dream together.

My best wishes

From The MD's Desk



Pankaj Rag

April 2, 2012



Madhya Pradesh Tourism wins 4 National Awards

The prestigious National Tourism Awards ceremony was held in the presence of Her Excellency Hon'able President Mrs Pratibha Devi Singh Patil on 29th Feb 2012 at Vigyan Bhavan in New Delhi. Madhya Pradesh bagged the awards in the following four categories: **Best State for Comprehensive Development of Tourism, Award for Best Tourism Promotional Publicity Material** for the guide books of Bhimbetka and Bhopur, Omkareshwar and Maheshwar and Ratlam, Mandasaur and Neemuch. **Award for Excellence for Best Film on Tourism** – 'MP Ajab hei Sab se Gajab Hei' TV Ad. **Award for Best Civic Management of a Tourist Destination in India** - Mandu. The Minister for Tourism, Madhya Pradesh, Shri Tukoji Rao Puar and Chairman of Madhya Pradesh Dr. Mohan Yadav received the awards. CGM (Marketing), Mr. Om Vijay Choudhary and members of the Delhi Marketing office were also present on the occasion. This is for the fourth consecutive year that MPT has made its outstanding presence at the National Tourism scenario.

Madhya Pradesh Tourism Meet at Khajuraho

Madhya Pradesh State Tourism Development Corporation Ltd. (MPSTDC) and Federation of Indian Chambers of Commerce and Industry (FICCI) jointly organized a Conclave and B2B Meet in Khajuraho during 01-02 February, 2012, focusing on destination development of Khajuraho. The event brought together the government and players in field of tourism to discuss their problems and work out new avenues. Many upcoming players attended the event and explored the potential of MP and Khajuraho in particular. The programme received overwhelming response from the media and investors.



MPT Excels in SATTE

The 19th edition of South Asia Travel and Tourism Exchange (SATTE) which is India's leading travel and tourism event was held in New Delhi from 10th-12th February, 2012. The event has grown as the biggest networking forum for the travel and tourism industry in South Asia.

Over the years, MPSTDC has been actively participating in the event as Partner State. An attractive stall was put up by MPT, which catered to the fraternity of the travel world.

Unknown Attractions Compiled as a Book

On the occasion of MPT- FICCI B2B Meet in Khajuraho, Madhya Pradesh Tourism released two books namely, the 'Unknown Attraction Around Known Destinations' in Madhya Pradesh and the 'Investment Opportunities in Tourism Sector in Madhya Pradesh'. While the book 'Unknown Attraction Around Known Destinations' dwells on a few new concepts and elucidation about the lesser known destinations, the book on 'Investment Opportunities in Tourism Sector in Madhya Pradesh' and explores the prospective properties meant for private investment.



MPT shines in ITB, Berlin

In an attempt to attract more foreign traffic to the state in a big way, Madhya Pradesh Tourism, as a part of its overseas marketing policy, has been participating in various international travel marts. Recently, it marked its remarkable presence in ITB, Berlin during 07th-11th March, 2012.



MPT goes Bhagoria way

The colourful Bhagoria Haat Festival organized by the *Adivasis, the Bhil-Bhilalas* in the various areas of Jhabua district, a week before Holi, is being promoted by MPT as a tourist attraction. This year, the festival was held between 1st-7th March, 2012 and was as colourful as ever. MPT organized a familiarization tour for the visiting travel agents and media persons who were taken to Alirajpur and Bakhatgarh to apprise them about the unexplored treasures of the State.

Fish Festival in Bhopal

The Department of Fisheries and MPT jointly organized 'Matsya Utsav'. The event had workshops for the local fish producers educating them to enhance fish production. The event area was converted into a virtual 'fish-land' with aquariums all around which held special interest for children. Though the various fish cuisines was the highlight of the event but many other non-vegetarian dishes were also prominently exhibited. The event turned out to be a big success among the gourmets of Bhopal. It was held at Lal Parade Ground during 4th-6th February, 2012.





Mr. Om Vijay Choudhary awarded the 'Best International Tourism Marketing Professional'

It was another moment of pride for MPT when Chief General Manager (Marketing and Operations), Mr. Om Vijay Choudhary was awarded with the 'International Award for Best Marketing Professional' in ITB, Berlin on 9th March, 2012. The award was bestowed by Pacific Area Travel Writers Association (PATWA) in a glittering occasion.

MP evening in IIC, Delhi

Madhya Pradesh Tourism presented a host of delight on a single platter. From the zaika of nawabs to the rustic yet palatable cuisine of Bundelkhand and Malwa region, the delicacies added to the ecstasy of the fine connoisseurs of food from Delhi at MP evening organized by MPT on 23rd March, 2012 at India International Center, New Delhi.

During the event known vocalist from Bhopal Saswati Mandal Paul rendered vocals, while Shri Anupam Wankhede presented flute recital.



Guest speak

I reached at the MPT Kolkata office on 19th January with my ideas of visiting some of the places in M.P. After discussing my intentions with Mr. Samrat Biswas, I finalized my tour to MP. I am a senior citizen, so is my wife and with us, my senior cousin and his wife were to accompany. I thought MPSTDC's packages would be the most reliable and after a discussion with Mr. Biswas I was convinced.

Accordingly, I booked for our stay at Khajuraho, Jungle Camp at Madla, Bhedaghat, Pachmarhi and Amarkantak.

I am happy that I did so. I have just returned yesterday from my trip. We all four are very much satisfied with the services provided by MPSTDC at various places. Our stay was very comfortable and the food at all MPSTDC restaurants was excellent. Your staff at all the centers was very cordial, helpful and co-operative. Moreover, if any problem was brought to the notice of staff, it was promptly attended to. I would definitely recommend MPSTDC to my friends and relatives when they think of visiting M.P.

I would like to thank Kolkata office of MPSTDC and Mr. Biswas in particular.

My best wishes.



The heart of
Incredible India

Kamlesh Mukherjee

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