



From the Heart



Prior to taking up the role as the Managing Director of MPSTDC, I held the responsibility of the District magistrate & Collector at Indore, the Commercial capital of Madhya Pradesh.

I humbly accept my new challenging role striving to lead the Corporation to greater heights.

Keeping true to our Vision Statement, 'To promote balanced and sustainable tourism which enables socio-economic development and establishes Madhya Pradesh as a destination which provides a complete tourism experience' I have taken up the challenge to bring out the true potential which this great State has to offer.

The State perfectly positioned as the Heart of Incredible India, is a well known catchphrase in the tourism fraternity and to further develop our market share we are in the middle of developing and rolling out new strategies. The Corporation has a two fold responsibility, which is to develop the State into a tourist destination and match up with the international standards in terms of services. Today, the Corporation is a proud independent owner of 60 odd properties including Star and Heritage class, way side amenities strategically located at highways, with a fleet of transport, housing innovations such as the Caravan, cruise boats, water sport equipments etc. Yet another feather in our cap is the recognition of being the first State in India to have Intra-State air

connectivity.

The tourism Department has been laurelled with many prestigious awards time and again. It is indeed a pleasure to be credited for our efforts to continue with this innovative journey and for that we need to conceptualize strategic innovative practices to retain the position by capitalizing on the rich assets of the state thus demonstrating our collective intellectual engagement with the latest in the industry.

Though there is much hard work ahead of us, we have achieved momentum as we accept challenges with strength and resilience. This is the credit of driven and passionate team mates who play a key role in our collective achievements. So far we have seen many great accomplishments and I would like to take the time to acknowledge a few more. One of such is a Tourist Help line. I strongly believe that this is the

most opportune time to consolidate all the new initiatives that can strengthen our corporation as a multidisciplinary platform. I am confident that the cooperative endeavours of all will help us evolve as a responsible

institution that ensures new approaches expanding influence to help the industry create new success stories in the decade to come. On the road to excellence we are taking great measures to include investment from Private Investors in the tourism infrastructure, with special focus on the Tourism Policy of 2010 to be incorporated soon.

From The MD's Desk

Raghwendra Kumar Singh

MADHYA PRADESH TOURISM CELEBRATES WORLD TOURISM DAY

27th September, 2012



On the occasion of 'World Tourism Day' the Madhya Pradesh Tourism organized various programmes at Hotel Jehnuma Palace, Bhopal. The series of events began with a welcome speech by the Managing Director, Madhya Pradesh Tourism Shri Raghwendra Singh amid the august audience in the presence of Hon'ble Minister of Tourism, Sports and Youth Welfare Shri Tukoji Rao Puar, Vice Chairman Shri. Santosh Jain and many more dignitaries related to the tourism and other allied sectors. To mark the occasion, the individuals and institutions along with officials and employees working in the department of tourism who excelled in their respective realms were awarded with the state-level tourism awards for their outstanding services rendered to the Corporation. Discussing development initiatives, plans, new tourism policy, special tourism zone and the holistic development of tourism, the Chief Guest, Hon'ble Minister Shri Puar

dwelled intensively in the areas where the sector needs to focus especially to bank upon the nature's assets as in making MP a Tiger State. In his welcome note, Shri. S.P.S Parihar, Principal Secretary, Madhya Pradesh Tourism iterated the new tourism policy and other pertinent activities of MP tourism in the last financial year where as the Managing Director, Shri Raghwendra Singh stressed on the future vision to suffice well with a new concrete plan of action to be followed by Tourism Corporation in the days to come.



The day was celebrated with varied cultural events and competitions like the Traditional Tonga race, Donga, Kayaking and Canoeing and Half Marathon organized at Boat Club situated at Upper Lake which is the lifeline of Bhopal. The winners of these competitions were awarded Certificates and Cash prizes. On this occasion, Banana Boat Ride was introduced for the first time in the city and was a major attraction.



The Traditional Kala Yatra was flagged off officially which began from Paryatan Bhavan, Bhadbhada Road via New Market to Palash Residency in which approximately 200 artists from different areas of Madhya Pradesh participated and gave their cultural presentation in their traditional, colourful attires. Live performances of different tribal and folk dances like Baiga, Gond, GudumBaja, Korku, Bhil- Bhagoriya, Bhariya, Saira, Baredi, Matki, Kathi and Dhimariyai were majestic enough to catch the attention of onlookers with the amalgam of sylvan stock of gracious gestures.





International Buddhist Conclave

International Buddhist Conclave was organized by U.P Govt. during 29th - 30th Sept. 2012 in Varanasi. The conclave aimed at promoting tourism on the Buddhist Circuit. During the conclave Managing Director, Madhya Pradesh Tourism, Mr. Raghwendra Singh delivered a presentation on 'Promotion of Buddhist Circuit in Madhya Pradesh'. 16 State Tourism Departments were present to provide information about Buddhist Circuits in their respective states and 135 international tour operators also participated in this event.

MPT outshines in Mobile Technology

The Tourism Department was bestowed with an award 'The Best use of Mobile Technology': "m-Governance in Madhya Pradesh" by the Department of Information Technology, Government of Madhya Pradesh on 10th July 2012.



'Best Eco Tourism Destination' Award

Madhya Pradesh Tourism has won the Today's Traveller Award for "Best Eco Tourism Destination 2012" on 7th of August 2012 at New Delhi. The Hon'ble Minister for Tourism, Mr. Subodh Kant Sahai facilitated the award which was received by the Hon'ble Chairman of Madhya Pradesh Tourism, Dr. Mohan Yadav along with the Chief General Manager (Marketing), Mr. O.V. Choudhary.

...another Award in the Bag...

Pacific Area Travel Writers Association (PATWA) awarded Madhya Pradesh Tourism with Safari India National Tourism Award in the category of "Best Destination for All Seasons". Mr. Madan Prasad Bezbaruah who is the representative, United Nation World Tourism Organization (UNWTO) facilitated the award and it was received by the Hon'ble Chairman of Madhya Pradesh Tourism, Dr. Mohan Yadav on the 18th of Aug 2012 in New Delhi.





Foundation laying ceremony of Buddhist University at Sanchi

The Indian subcontinent takes a prime place in the world to be known once again as the centre of wisdom with the inauguration and laying the foundation stone of International University of Buddhist and Indic Studies which is to come up at Sanchi.

On 21st of September, 2012, the proposed Buddhist University was ushered in with laying its ground work and was officially inaugurated by the Hon'ble SriLankan President, Mr. Mahindra Rajapaksa, Hon'ble Prime Minister of Bhutan, Mr. Jigme Yoser Thinley, Hon'ble Governor, Shri Ram Naresh Yadav and Hon'ble Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chauhan.

The objective of the University will be to conduct advanced Buddhist studies and to co-ordinate with other Buddhist Universities and other Academic Institutions which offers studies of Buddhism and its allied fields all over the world in terms of research, training, spiritual practice and education based on Buddhism.



Tourist Helpline Service

Innovations and value addition have been the main thrust of MPT to provide best services and experience to the tourists. The endeavour "Tourist Help Line" was inaugurated on 15th Aug 2012 at Paryatan Bhawan, Bhopal, in the presence of the Hon'ble Chairman Dr. Mohan Yadav, Vice Chairman Shri Santosh Jain and Managing Director of Madhya Pradesh Tourism, Shri Raghendra Singh. The agenda is to keep the flow of information open for all customers. The toll free number of tourist helpline is 1800 233 7777. The service is effective from 8:00 a.m. to 8:00 p.m. on all working days.



Great Domestic Tourism Bazaar

MPT participated in the well credited Great Domestic Tourism Bazaar organised in Mumbai on 24-25th August. The Conclave was well attended by around 400 tour operators, travel agents, hoteliers, airlines, other members of the Tourism fraternity of India as well as representatives from the State Governments. It proved as a perfect venue for showcasing the State. The Conclave was attended by General Manager, Mr. Vivek Mathur & Senior Liaison Manager, Dr. Mamta Pandey.



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