

# FROM THE HEART

MADHYA  
PRADESH



It is said that the journey is more interesting than the final destination. But when you are a part of Madhya Pradesh, the journey and the destination are equally enthralling. In the last three months, Madhya Pradesh State Tourism Department has added numerous feathers to its cap.

To start with, the State has registered a substantial growth in the tourism sector. The total number of tourists who visited Madhya Pradesh in the year 2012 has increased to 5.3 crore, which is an increase of 20.4%.

A testimony to these accomplishments is given by the two National Tourism Awards that were received by the State. Madhya Pradesh Tourism marked its remarkable presence in the international platform as well, by winning the 'Best Heritage State of India' at ITB, Berlin 2013. The efforts of the Madhya Pradesh Tourism was also recognized by the Central Tourism Minister, when he complimented the State Government for becoming the first State to fully utilize its planned tourism budget.

A New Television Commercial for Madhya Pradesh Tourism was launched on 26th March, 2013 by Hon'ble Chief Minister, Shri. Shivraj Singh Chouhan. The tremendous effect it had in the social media with a large number of followers in a short span of time was highly astounding. The commercial has been created by Ogilvy & Mather, Mumbai which highlights the

various colours of the State. The key tourist attractions like Kanha's Tigers, Khajuraho Temples, Sanchi Stupa, Mandu's Jahaz Mahal and Ujjain's Mahakal Aarti features in the advertisement. The ad captures not only the colours of the State but also bring to light, the rich and unique cultural heritage of the destinations in Madhya Pradesh.

In the new financial year, we look forward to build new partnerships with combined efforts of the State Tourism Department and the private sector. Pursuing the agenda, we have declared ten Special Tourism Zones to attract investment in these specific areas. As we look back on how the past year fared, pride and a sense of accomplishment fills the heart. And with a fresh determination, we set our eyes on higher goals.

Another journey is about to begin and here it seems quite apt to quote, "A good traveler does not know where he is going, a perfect traveler does not know where he comes from". Here's wishing all perfect travelers a happy discovery of many more unknown destinations of Madhya Pradesh.

From the  
MD's desk

( Raghendra Kumar Singh )



## Madhya Pradesh bags Two National Tourism Awards

The prestigious National Tourism Awards ceremony was held in the presence of Hon'ble President of India Shri. Pranab Mukherjee on 18th March, 2013 at Vigyan Bhavan in New Delhi. Madhya Pradesh bagged the Award for 'Best Innovative Tourism Project' for 'Air Taxi - Ventura' and the Second Award for 'Best Civic Management of a Tourist Destination in India' for 'Mandu'. The Minister for Tourism, Shri Brajendra Pratap Singh, Principal Secretary, Shri S.P.S. Parihar, Chairman, Dr. Mohan Yadav and Managing Director, Shri. Raghendra Kumar Singh received these august awards. This is for the fifth consecutive year that MPT has made its outstanding presence in the National Tourism scenario.



## MP Becomes 'The First State' to Fully Utilize Plan Funds Released by Ministry of Tourism

Union Tourism Minister Shri K. Chiranjeevi has complimented the Government of Madhya Pradesh for becoming the first State in the country to fully utilize plan funds released to them by the Ministry of Tourism, Government of India for the development of tourism infrastructure at various tourist sites in the State.

Shri Chiranjeevi commending the efforts of the State Tourism Department for timely implementation of projects and utilization of funds released to them under 11th Five Year Plan (up to 2010-11), expressed confidence that other States would follow the suit.

Tourism development at many new areas like Mandu, Vidisha, Shivpuri, Burhanpur, Maheshwar, Datia, Indra Sagar, Mandasaur, Handia, Betul, Chitrakoot etc. has registered an increase in footfalls and the sites are becoming popular with domestic and foreign tourists.

The State Government has come up with plans to develop more destinations with potential to attract tourists to sites such as Bhopal, Indore, Nagod-Maihar, Noorabad, Nemawar and Vindhya Phase II. These destinations will be taken up for the integrated development of tourism infrastructure from 2013-14 onwards.

## MPT Excels in SATTE 2013

The 20th edition of South Asia Travel and Tourism Exchange (SATTE) which is India's leading travel and tourism event was held in New Delhi from 16th-18th January, 2013. The event has become the biggest networking forum for the travel and tourism industry in South Asia today.

Over the years, MPT has been actively participating in the event. An attractive pavilion was put up by MPT, which was well attracted by the fraternity of the travel world.





## MPT leaves its pugmark in ITB at 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 Internationale Tourism Bourse at Berlin during 06th-10th March, 2013.



## MPT awarded the 'Best Heritage State of India'

It was another moment of pride for Madhya Pradesh Tourism when it was awarded an International Award for 'Best Heritage State in India' on 7th March, 2013 during the Internationale Tourism Bourse at Berlin.



## 'Maharaja Bhoj-Mahotsav'

The music buffs of Bhopal gathered at Ravindra Bhavan on 17th February, 2013 to sway to the musical chartbusters of the magical trio, Shankar Mahadevan, Ehsaan Noorani and Loy Mendonsa organised by the MP Tourism on the occasion of Maharaja Bhoj Mahotsav. It was a night to cherish with Shankar and team's melodious songs upping the tempo. The musical trio also made their way into the hearts of everyone with their friendly banter and regular interaction with the audience.



As part of the Mahotsav, on February 18th and 19th at Dussehra Maidan, TT Nagar, a light and sound show was presented on the life and character of Raja Bhoj, the 10th century king who built the Bhojpur temple and Bhopal Lake.



## MPT goes Bhagoria way

The colourful Bhagoria 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 20th-26th March, 2013 and was as colourful as ever. MPT organized a familirization 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.

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# Happy Guests

MP Tourism has always taken pride in sending back happy guests. Nothing is more important to us than making sure that not only should our guests get full value for money but a repeat visit is also ensured. The following 'nugget' is ample proof that in MPT, hospitality comes from the heart!

The Managing Director,  
M.P. Tourism, Bhopal.

Sir,  
Greetings.

I am from Udaipur Rajasthan which is on the tourist map of the world and we have lot of Indian Tourist and Foreign Tourist in this circuit.

I had the chance of visiting Tourist Village, Shivpuri and staying at Betwa Resort, Orchha on 5th Feb. 2013 with my family members and I would like to share my experience and memories.

We boast of Sariska, Ranthambore Tiger Reserve where as you have Panna, Bandhavgargh and Kanha National Parks with excellent staying facilities.

I take this opportunity to congratulate the MP Tourism department and your team down the line who understands the hospitality and meaning of the slogan ATHI THI DEVO BHAVA. They greeted us with warmth with excellent F&B, Housekeeping and Room Service at affordable prices.

Sir, it is beyond my imagination how any Govt. organization can do with such a perfection and responsibility. If you get a chance you should invite the delegation from Rajasthan Tourism and show them what hospitality means and it would be eye opener for the department.

This just a day stay at Orchha has forced us to change the thought about the organization, and I believe all your properties in Madhya Pradesh would be having great staff, wonderful hospitality like Mr. M S Rana and team.

*Nirmal Karanpuria  
Director*

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