

# FROM THE HEART



From the  
MD's desk

*"Nobody can go back and start a new beginning, but anyone can start today and make a new ending."*

*-Maria Robinson*

Purpose is very important when you are aiming for success, and at Madhya Pradesh Tourism, we are very clear what our purpose is; to be the front runners in the Tourism Industry and make our State the 'number one destination' amongst domestic as well as international tourists.

With every step that we take, we come one step closer to achieving our target. MPT made a spectacular beginning in the last quarter with its participation in the "Great Indian Travel Bazaar" held in Jaipur in April 2013. The marketing initiative was a hit and helped in establishing Madhya Pradesh as a favoured tourist destination in the minds of the visitors and the agents.

Madhya Pradesh Tourism signed a MOU with Himachal Pradesh Tourism also in the month of April, 2013. Through this partnership, both the State tourism boards will endeavour to provide better facilities to the tourists and develop the respective States as tourism hubs. With this, MPT has stood true to its word of exploring new partnerships to surge ahead on its mission. Our new marketing office was opened in Rajkot on 4th May, 2013, the third office in

Gujarat after Ahmadabad and Surat.

MPT turned '35' on 24th May. Like every year, the occasion

was a grand one, enfolding cultural & sports events and a glittering award ceremony honoring the employees. The event was enriched with the presence of members of travel and tourism fraternity.

In the month of June, Madhya Pradesh Tourism, yet again, added a few prestigious awards to its hoard. It was awarded the "Best Destination for Wildlife" award, which was conferred by the famous international travel media, 'Lonely Planet' and 'CNBC Awaaz', honoured Madhya Pradesh Tourism with the prestigious 'Best Marketing Campaign' Award. These awards stand testimony to the amazing work that is being done by the department.

Mark Caine once said, "*The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself.*"

MPT has seen a lot of struggles in reaching to its current position. And today, we can say that Madhya Pradesh has truly arrived!

(Raghwendra Kumar Singh)



## Madhya Pradesh Tourism Day

MP Tourism turned '35' on 24th May 2013. On the occasion of 'Madhya Pradesh Tourism Day', the department organized various programmes. The series of events began with a welcome speech by the Managing Director, Madhya Pradesh Tourism, Shri Raghwendra Kumar Singh, in the presence of Hon'ble Minister of Tourism, Sports and Youth Welfare Shri Brajendra Pratap Singh, Hon'ble Chairman Dr. Mohan Yadav and Vice Chairman Shri Santosh Jain and many more dignitaries from the tourism trade and other allied sectors. To mark the occasion, individuals and institutions, who excelled in their respective realms, were awarded with the state-level tourism awards for their outstanding services.

The day was celebrated with varied cultural events and competitions like Traditional Tonga race, Donga race, Kayaking, Canoeing and Half Marathon were organized at the Boat Club, Upper Lake, the lifeline of Bhopal. The winners of these competitions were awarded certificates and cash prizes.

## MPT shakes hand with Himachal Tourism

Madhya Pradesh State Tourism Development Corporation and Himachal Pradesh Tourism Development Corporation signed a MOU on 27th April 2013, according to which both the Tourism Development Corporations will seek to tap tourism potential of the respective States. Under the MOU, both Corporations will take measures to enhance employment generation. Steps will also be taken to create awareness among the people of both States about tourist destinations.



## MPT's presence at the 'Great Indian Travel Bazaar'

As a part of its marketing initiative to harness the domestic market, MPT participated in the Great Indian Travel Bazaar, held during 15th-17th April, 2013 at Jaipur. The pavilion was designed on a jungle theme, with a tiger approaching from the midst of the jungle in the backdrop. The pavilion attracted many visitors. Travel operators were also made aware of the strengths of the 'Tiger State' of the country.



## Madhya Pradesh bags prestigious 'Lonely Planet Award' this year

Renowned International Travel Media, 'Lonely Planet' conferred the award of 'Best Destination for Wildlife' to Madhya Pradesh. The award was received by the Hon'ble Chairman, Dr. Mohan Yadav at a glittering ceremony on 7th June, 2013 at Mumbai. The adventurers and wildlife lovers will now have another reason to venture into the jungles of Madhya Pradesh and will definitely carry with them fond memories to cherish for a long time.



## ...and another major award

Consumer News and Business Channel (CNBC) Awaaz awarded Madhya Pradesh Tourism with the "Best Marketing Campaign" award. Shri Prithviraj Chavan, Hon'ble Chief Minister of Maharashtra presented the award and it was received by Mr. Raghwendra Kumar Singh, Managing Director on 25th of June, 2013 in Mumbai.



## Spreading wings to soar high in Gujarat

After winning the hearts of Ahmedabad & Surat with its marketing offices in Gujarat, MPT has opened its Marketing Office in Rajkot. This expansion is to accommodate the rapid growth of domestic tourist travel to Madhya Pradesh. The Rajkot office will allow MPT to serve the travel agents, airlines, other tourism offices and consumers in this region better. It shows the region's and especially Gujarat's great importance as a tourist market for Madhya Pradesh and reflects Madhya Pradesh's commitment to provide better and faster service to travellers.

# मध्य प्रदेश की ऐतिहासिकता से रू-ब-रू हुए लोग

मध्य प्रदेश राज्य पर्यटन विकास निगम का शिष्टमंडल गुरु नगरी अमृतसर पहुंचा



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## Mega Dreams - Mega Circuits

Plans are underway to develop a number of destinations in a particular vicinity under project, 'Mega Circuits'. Hence, an enhanced experience for tourists is promised in the near future as they will find greater number of spots to explore around a particular destination. Currently work is in progress in Jabalpur, Ujjain and Bhundelkhand as they are being developed as 'Dream Project' of MPT.

## 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!

Dear Mr. Rana,

We wanted to express our gratitude for the nice stay and arrangements at Betwa Retreat on 30-Mar. We liked the tent a lot - it was an exceptional experience that we enjoyed a lot. In addition, the landscaping of the resort and the hospitality of the staff is worth the mention as it clearly stands out as compared to any other tourism hotels we have been to so far.

We would like to express our special thanks to you for promptly helping us and getting our breakfast arranged. This helped a lot in our journey back home as the train did not have a pantry car.

We would also like to thank Mr. Awasthi for his hospitality and special care that he took to drop us at the station. This was of great help and touched us as we had to travel in the middle of the night and we felt quite unsafe otherwise.

On behalf of Satish Bhatia, Punita Bhatia and Anvita Kapur.

Anvita Kapur

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