

FROM THE HEART



From the MD's desk

"Just know, when you truly want success, you will never give up on it. One of the most important keys to success is having a desire for success greater than the fear of failure" -Bill Cosby

As we commence a new journey at the onset of the New Year, it is good time to stop and look back at what has been achieved after the toil and struggle and how far we have actually come. At Madhya Pradesh Tourism, our constant efforts towards achieving our goal and objective of making Madhya Pradesh the best tourist destination has reaped many awards and accolades, over the past few months.

Taking our stride further, MPT inaugurated two new resorts, adding to the existing 57 properties, making the tourists' experience more pleasant and comfortable. The Choral Resort near Choral Dam and the Yashodharman Highway Treat near Mandsaur are a testament to MPT's commitment to quality. Also in this league, MPT introduced new attractions at Sair Sapata in Bhopal – Striking Car Ride, Bungee Trampoline, Cricket Balling Machine and our very own *Shikara* in our City of Lakes. An experience of riding this queen in the still waters of the Bhadbhada backwaters with the illuminated bridge as the backdrop gives a soothing feel, away from the hustle and bustle of busy life - what else does one want!

MPT moving a step further in getting tech savvy has selected SAP(System Application and Products)as an ERP (Enterprise Resource Planning) solution for its operations. By using SAP the department will now be in a better position to enable enterprise-wide visibility, forecasting and management of performance. This will also be helpful in reducing the time taken for responses and better resource utilization.

Acknowledging the consistent efforts made by the Tourism Department, MPT was awarded

various awards over the past few months. This included the prestigious Today's Traveler Award 2013 for 'Most Progressive State', 'Best Value Leisure Product' at the

Travel and Tourism Fair(TTF) in Pune and the Award for Excellence, again at Travel and Tourism Fair (TTF) in Surat for 'Best Print Promotional Material'. The Indian Association of Tour Operators (IATO) presented MPT with the 'Best video CD by State Tourism' award at its Annual Convention in Kochi. The Associated Chambers of Commerce and Industry of India (ASSOCHAM) too recognized the efforts made by the department by presenting the 'Best Comprehensive Tourism Development' award to MPT.

Bhopal had an opportunity to witness from close quarters, three world renowned artists who have gained immense recognition for their talent and calibre. Ustaad Rashid Khan, Ustaad Mohammed Hussain and Ustaad Ahmed Hussain gave live performances and the audience were spell bound with their performance. The department celebrated World Tourism Day on 27th September. The theme for this year was 'Tourism and Water'.

It is said that, when you take a step forward, you often leave something behind. At MPT, our endeavour is to move forward continuously and make a positive contribution to society and to the tourism industry. But, we also keep in mind that we carry forward our traditions and philosophies with us.

(Raghwendra Kumar Singh)



MPT leaves its pugmark at WTM

World Tourism Mart, an important international event in the travel & tourism arena, was held from 4th to 7th Nov, 2013 in London. MPT made its remarkable presence in the India Pavilion and attracted a large number of foreign tourists. MPT's booth created much interest and curiosity among the foreigners who were amazed to know about the richness of Madhya Pradesh.

Ghazal maestros win Bhopal's Heart

Ustaad Rashid Khan

At a music concert organized by Madhya Pradesh Tourism, Ustaad Rashid Khan gave a splendid performance and stole the hearts of music lovers at Ravindra Bhawan on 16th August, 2013. Along with the melody of many classical ragas, the audience also came to know about the importance of these ragas. Ustaad Rashid Khan started with Raga Madhuvanti as he sang "E ri saki mohe piya se mila de" and then 'O deewana kya jaadu daala'. He also performed his hit single from the movie *Jab We Met*, 'Aaoge jab tum o saajana', which captured the audiences' heart once again. Ustaad Rashid has gathered much praises for this song all over the world. He was accompanied by Krishna Bangaane as his co-singer, Shubhankar Banerjee on Tabla, Jyoti Goho on Harmonium and Ranveer Jain on Tanpura.



Ustaad also shared his feelings about his passion for classical music. He emphasized that learning music is difficult and requires a lot of dedication and meditation from the practitioner.



Ahmed Hussain and Mohammad Hussain

Bhopalites are not going to easily forget the evening of 27th September 2013, when noted Ghazal singer Mohammad Hussain & Ahmed Hussain rendered a splendid performance at Ravindra Bhawan.

Soulful Ghazals were presented by the artists on the occasion of World Tourism Day. The ground was flooded with fans of the singers, who did not want to miss the chance of witnessing their favorite singer's performance in their own city. The show was a tremendous success!



The new buzz 'Film Tourism' - in the State

The silver screen has always played a major role in development of tourism in any area. Film Exhibitions and Events provides a platform where leading film producers meet location facilitators. The State's participation enables promotion and marketing of its destinations, by motivating the film producers to shoot in the State. Madhya Pradesh has been in the forefront recently with some major films being produced, but with excellent locations in the State, there is an extensive scope

for further exploration. MPT has been participating in various platforms to showcase the states to film fraternity like Cinemascares at Mumbai in 19-20 Oct, 2013 and in the International Film Festival at Goa in 20-24 Nov, 2013.

The Award Bouquet



Today's Traveller Award

Madhya Pradesh Tourism was recently honoured with the Today's Traveler Award 2013 for being the 'Most Progressive State'. The award was given by Shri Oscar Fernandez in the presence of renowned film director Padmashree Shri Ramesh Sippi. The Today's Traveller Awards, are for Excellence in the field of Tourism.

Madhya Pradesh wins prestigious 'PATWA International Award' this year

At the renowned World Tourism Mart in London, 'Pacific Area Travel Writers Association (PATWA) International' conferred the award of 'Best Maintained National Park in India' to Madhya Pradesh. The award was received by Shri Basant Pratap Singh, Principal Secretary for Tourism, Government of Madhya Pradesh at a glittering ceremony on 7th Nov, 2013 at London. 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!



More roses...other accolades!



Madhya Pradesh shines at IATO

Madhya Pradesh, yet again, gathered praises at the Annual Convention during 8-10 September 2013 of the 'Indian Association of Tour Operators' (IATO) organized at Kochi, Kerala. The convention was attended by all the major states that play an active role in inbound tourism of India. The theme of the convention was 'Tourism – Innovations and Partnerships'. Madhya Pradesh Tourism was bestowed with 'Best Video CD by State Tourism' award. The convention lasted for three days during which there were business sessions and a travel mart, during which MPT showcased the sites and services in the State.



MPT awarded prestigious ASSOCHAM award

As Madhya Pradesh Tourism continues to work hard to come up with new facilities and better services for tourists, various organizations across the country are realizing the benefits of the ground breaking work that the department is doing. The 'Associated Chamber of Commerce and Industries of India' recently awarded MPT with the prestigious award 'Best Comprehensive Tourism Development'. In a meeting organized in Ahmedabad on 20 July 2013, ASSOCHAM awarded MPT with this honour.



Madhya Pradesh Tourism bags awards at the 'Travel and Tourism Fairs'

At the TTF convention organized in Surat during 23 – 25 August 2013, Madhya Pradesh Tourism was presented with the 'Award for Excellence' for 'Best Print Promotional Material'.

At a similar TTF convention organized in Pune during 6-8 September 2013, Madhya Pradesh Tourism bagged yet another award when it was presented with the 'Best Value Leisure Product Award' for the weekend packages offered by the department for tourists at different destinations.



Other buds for MPT

MPT continues to scale new heights in promotion & development of Tourism in the State. Its efforts were recognized by a new array of awards which the Corporation bagged in the recent past. Some of them were :

Safari India National Tourism Awards for 'Best State For Innovating Marketing' on 4th October 2013.

Hospitality India & Explore the World Annual International Awards for 'Best Tourism State in India' on 11th October, 2013 at Delhi.

MPT launches 'New Resorts'

Madhya Pradesh Tourism launched two new resorts in an effort to strengthen the services being provided to increasing number of tourists. People who visit picturesque Choral Dam, near MHOW and the city of Mandsoor will now be able to experience the wonderful hospitality of Madhya Pradesh Tourism. Both the resorts offer AC rooms for travelers and are equipped with multi cuisine restaurants that provide best quality food.



Choral Resort, Choral



Yashodharman Highway Treat, Mandsoor

'Sair Sapata' - with new entices

Sair Sapata, the new hub with activities for Bhopalites, is fast becoming a preferred destination to spend a day or an evening with your family and friends. People drive down to this place to spend quality time. The three new attractions at Sair Sapata are all set to increase the fun quotient and make the time you spend here even more adventurous. The new additions in the Fun Zone include Striking Car Ride, Bungee Trampoline and a Cricket Balling Machine which are sure to give an adrenaline rush for all. Last, but not the least, a beautiful Shikara is now floating in the lake, adding a gleam to the surrounds.



'2014' Welcomed at MPT units- Fire Unleashed!

The New Year was welcomed with grand celebrations at various units of MPT. There was dance, DJ and lot of fun coupled with an array of welcome drinks and mouth-watering dishes. At Bhopal, Wind and Waves and Palash Residency organized theme parties, which was attended by a huge number of locals.



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