

FROM THE HEART



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Madhya Pradesh Tourism wins three 'National Tourism Awards'



The prestigious National Tourism Awards ceremony was held on 18th February 2014 at Vigyan Bhawan in New Delhi by Ministry of Tourism, Government of India. Apart from winning the coveted 'Best State' award, Madhya Pradesh Tourism also won awards in the category : 'Best Tourism Film' for the popular Television Commercial 'Rang hai... Rang hai... Sou Tarah ke Rang hai' and an award in the category : 'Best Civic Management of a Tourist Destination in India' for Pachmarhi, the verdant jewel of the Satpuras. Minister for Tourism, Government of Madhya Pradesh, Shri Surendra Patwa and Managing Director, M.P State Tourism Development Corporation, Shri Raghwendra Kumar Singh received these coveted awards.



MPT Excels in SATTE 2014

The 21st edition of South Asia Travel and Tourism Exchange (SATTE), which is India's leading travel and tourism event, took place in New Delhi from 29th to 31st January, 2014. The event has evolved into a biggest networking forum for the travel and tourism industry in South Asia, today.

The eye catching MPT pavilion with a superb design outlay garnered a lot of appreciation. The mesmerising performance by the 'Raai' dancers of Bundelkhand region during the event, attracted a large number of visitors to the MPT pavillion.



Celebrating the Ethnicity

On the occasion of 'Madhya Pradesh Tribal Museum's' first anniversary, a three-day celebration was organised from 6th to 8th June, 2014. Culture Minister Shri Surendra Patwa, acknowledged the artists who helped in the making of this unique museum. The museum is one of its own kind built in the country, showcasing artefacts that are being used even today in villages. Baiga, Bharia, Saharia, Bhil, Kol, Korku and tribes from other states performed their traditional dance forms like Karma, Saila, Gudumbaja, Sambalpuri, Mishing Bihu, Kulbi, Bhadam, Gadi, Thapti, Thatya and Bhagoriya during the celebration. In the craft fair organized at the museum, crafts of different materials like Bharewa, brass, iron, wood, clay, bamboo, grass, arrow-bow, dolls, Pepermeshi, textiles, weaving were displayed. The exhibition of paintings made by children of Gond and Bhil tribes based on tribal legends and husbandry-hunting related tools was the center of attraction for the visitors.



'Jheel Mahotsava' brings the community together



Bhopal is known far and wide for the beautiful lakes that are not just part of its landscape but also a part of its heritage. A three day festival 'Jheel Mahotsava', was organized in Bhopal from 14th to 16th Feb 2014 by the Government of Madhya Pradesh to create awareness about the conservation of wetlands and water bodies. Different events were organized as part of this festival which ranged from cultural to intellectual.

A two day international conference was held as part of the event which provided a platform to eminent members of the aquatic and ecological fields to discuss on lakes and wetland conservation.

The water sports show organised during the festival witnessed an overwhelming response from the youth. The sports included a Dragon Boat Championship, an Aero Modeling show, Jet Ski, Water Surfing and Canoe Polo Competition. The winners were presented with awards.

A food festival was organised in collaboration by major hotels of the city and it was an added attraction during the three days event. The classical vocal performance by Begum Parveen Sultana and a tribal dance presentation completed the picture.

A Cultural Bonanza on MP Tourism Day



MPT turned '36' on 24th May 2014. The 'Tourism Award Ceremony' which is annually organised to recognise the achievers who have given a good performance in their respective fields under various segments of the travel and tourism industry in Madhya Pradesh during the year, was held at 'Bhopal Haat', the hub of cultural activities in the city. Home Minister Shri Babulal Gaur, who was the chief guest, inaugurated the event. Minister for Tourism and Culture, Shri Surendra Patwa also graced the occasion.

Winners of the online quiz competition 'Bujho to Jaane' were selected through a random selection process. The quiz tested the general knowledge of the participants about the places and history of Madhya Pradesh.

The revamped M.P. Tourism website and a Mobile App were also unveiled on the occasion. The mobile app can be downloaded from Google Playstore. The other events of the day were Kabir Gayan by Padma Shree Prahlad Tipaniya and a folk vocal performance by Mrs. Sanjo Baghel. Folk dances of the State, a Craft Fair and a M.P. Food Festival were other highlights of the day.

MP bags two CNBC Awaaz Travel Awards

One of India's most respected and known travel awards - 'CNBC Awaaz Travel Awards' was held this year in Madhya Pradesh at Indore on 20th June, 2014.

Madhya Pradesh won the CNBC Awaaz Travel Award for 'Best Travel State' and for 'Best Tourist Destination'.

These awards recognize and honour best in class, destinations, organizations and service providers based on a consumer survey conducted by CNBC Awaaz channel.



Khajuraho Dance Festival

The 40th annual world renowned dance festival took place in Khajuraho from 20th to 26th Feb, 2014. The event was the center of attraction for connoisseurs of art and culture. The weeklong event attracted more tourists this year who were absolutely mesmerized by the brilliant performances.

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 part of its overseas marketing policy, has been participating in various international travel fairs. Recently, it marked its remarkable presence in 'International Tourism Bourse' at Berlin during 5th to 9th March, 2014. The PATWA (Pacific Area Travel Writers Association) International Award for 'Best Marketing State for Tourism' was bagged by Madhya Pradesh. The award was received by Shri O V Choudhary, Chief General Manager, Mpstcd.



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. Travel agents and media personnels from other states were invited to witness the occasion. This year, the festival was held from 9th to 16th March, 2014 and was as colourful as ever. MPT organized a familiarization tour for the visiting delegates to Alirajpur and Bakhatgarh to apprise them about the unexplored treasures of the State.



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