

# Good Response to City Walk

The first City Walk held at the initiative of Madhya Pradesh Tourism Board has invoked very encouraging response. People enthusiastically participated in it, thereby showing great acceptability to this novel initiative. The objective of the City Walk is to apprise people of the heritage, culture and other specialties of their respective cities. Such people were identified as Walk Leaders who are willing to offer volunteer cooperation in conducting it on regular basis. They may be spirited citizens, doctors, advocates, engineers, sports persons, administrative officers, retired employees etc. The aim is to afford a platform for this unique initiative.

Active cooperation of the citizens will play a great role in popularizing City Walk, initiated for the first time in Madhya Pradesh. This will help increase sense of belonging to their cities and will cultivate in them an attitude to treat the tourists with great warm and hospitality in keeping with our culture of treating guests as gods. The visitors to the cities would carry back a very good impression with them. This will also improve their civic sense to preserve the heritage.

The City Walk Festivals were organized at 11 places in the last week end in Bhopal, Indore, Jabalpur, Gwalior, Chanderi, Ujjain and Burhanpur. In all these cities the participants were acquainted with the heritage, culture and other special features about their respective cities.

It may be mentioned here that earlier, City Walks were organized at Bhopal, Khajuraho, Indore, Gwalior etc. Heritage Walk is also organized on the occasion of Madhya Pradesh Tourism Mart. Efforts are being made to institutionalize it and hold it on regular basis.



## Beauty of Bhopal Enjoyed with City Walk

Bhopal : The first ever City Walk Festival in Madhya Pradesh was inaugurated at Kamla Park situated on the bank of Bhopal's famous Upper Lake. The Chief Secretary Shri B.P. Singh and Principal Secretary to CM and MD Tourism Board Shri Hari Ranjan Rao flagged off the City Walk amidst drizzles of Hindi Bhadav month.

The participants in the City Walk visited the various historical sites. They enjoyed and captured in the cameras the scenic beauty of different places like Upper Lake and Raja BhojSetu. They reached Kamlapati Palace in the pleasant atmosphere with the break of dawn and drank in the natural and scenic beauty there.

The City Walk Festival is being organized at 11 places in the state at the initiative of Madhya Pradesh Tourism Board with the cooperation of India City Walk and India with Locals. In the first phase it was organized at Indore, Jabalpur, Gwalior and Chanderi along with Bhopal. At Bhopal, prominent among those present on the occasion included IG

Police Shri Jaydeep Prasad; Collector Shri Sudam P. Khade; Commissioner, Municipal Corporation Shri Avinash Lavaniya; Additional MD Tourism Board Smt. Bhavna Valimbe and other officers.

The participants were acquainted with history, rich culture, and historic events of Nawabi era, lakes and hills of Bhopal. Led by Sushri Pooja Saxena and Sushri Drishti Saxena the City Walk started off from Kamla Park and covering Gauhar Mahal, Khirni-Wala Maidan, Sadar Manzil, Moti-Masjid etc culminated at Iqbal Maidan. The participants also included citizens, sports persons, officers, police personnel and others. Certificates were given to the City Walk leaders. A vote of thanks was given to the participants on behalf of the Board.

The City Walks at Khajuraho, Ujjain, Burhanpur, Jabalpur, Panna, Orchha were also a great draw. The initiative is to increase knowledge of citizens about their respective cities and their sense of belonging.



**MADHYA PRADESH TOURISM BOARD**

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# MADHYA PRADESH TOURISM NEWSLETTER

Quarterly Newsletter of Madhya Pradesh Tourism Board

◀◀ September 2018

## Adventure Next at Bhopal from December 3 to 5

### Minto Hall to be Venue

Bhopal : The prestigious international Adventure Next will be held at Bhopal from December 3 to 5 next. In Asia Bhopal has been selected for this event. While addressing a Curtain Raiser programme the Minister of State for Tourism and Culture (independent charge) Shri Surendra Patwa said that selection of Bhopal as its venue is a matter of pride for Madhya Pradesh. Madhya Pradesh has scaled new heights in tourism sector, he said, adding that Madhya Pradesh has also received the national award of Film Destination. He informed that the newly developed resort at Gandhi Sagar would be inaugurated soon by the Chief Minister Shri Shivraj Singh Chouhan. He stressed the need to attract maximum tourists to Hanuwantiya. Chairman of MP Tourism Development Corporation, Shri Tapan Bhaumick sought cooperation of all to make the international event a great success.



At the outset, Principal Secretary to CM and MD of Tourism Board, Shri Hari Ranjan Rao made a presentation on details and importance of Adventure Next India. He informed that about 350 delegates are likely to attend from all over the country and overseas. They will also visit the various tourist destinations in Madhya Pradesh and country. It will be a unique opportunity to further boost tourism in the state. He informed that the next TVC of MP tourism, to be launched will also be shown on the occasion. In the presentation he informed that last 8 years have seen a significant 46 percent rise in adventure tourism. Keeping this in view, it is essential to promote it. Chairman of the OTOI Shri Akshay Kumar also shared information about the Adventure Next. Present on the occasion were the Collector Bhopal Shri Sudam Khade; MD of Tourism Development Corporation Shri T. Ilaiya Raja, Commissioner, Bhopal Municipal Corporation Shri Avinash Lavania and AMD of Tourism Board Smt. Bhavna Valimbe.







## From The MDs Desk ▶▶▶



A well-planned strategy is being implemented to provide maximum opportunities to the youths in tourism sector. The initiatives to this end will, definitely, be more fruitful.

In a major initiative a B.B.A. graduation course in hotel, tourism and hospitality has been started. From next year courses of Hotel Management and B.B.A. Tourism courses will be offered.

This issue of the Newsletter comes after a gap of few months. The effort, therefore, is to cover all the important events held during the gap period. The fourth Jal-Mahotav at Hanwantiya and Adventure Next Bhopal are going to be held soon. This event will be held at the renovated and refurnished Minto Hall. This will mark the beginning of prestigious and international functions at the Minto Hall developed as a well-equipped Convention Centre. Madhya Pradesh Tourism is all set to host the Adventure Next that bodes well for tourism sector in the state.

I recently happened to participate in a seven - day training on Financial Analysis for Non-Financial Managers at Chicago in the US at the initiative of the GOI's Ministry of Personnel and Training. It was an enriching experience and I even attended extra classes for greater benefit.

The state government is making innovations on a continuous basis to promote and boost tourism sector. The novel initiatives taken to tap the potential of water tourism in the state have yielded encouraging results.

Encouraged by the success of Hanuwantiya tourist complex, Sailani Island has been developed near Omkareshwar and a Water Tourism Centre at Gandhi Sagar dam. In all, 18 water bodies have been notified to promote water tourism.

Creating jobs through tourism is among the priorities of the government. In a fresh initiative, this year Tourism Job Fairs were organized for the unemployed youths at Bhopal, Jabalpur, Rewa, Gwalior and Indore. Letters of Intent (LoI) have been given to over 15,000 youths in the hospitality sector companies.

Best Wishes

(Hari Ranjan Rao)  
Managing Director



# National Film Award for 'Most Film Friendly State'



Bhopal : Madhya Pradesh has been conferred with the National Film Award for the 'Most Film Friendly State'. The award was given by the Union Minister for Information and Broadcasting, Smt. Smriti Irani to Madhya Pradesh's Tourism & Culture Minister of State Shri Surendra Patwa at the National Film Award function organised at Vigyan Bhawan, New Delhi recently. Award carries a trophy and a citation letter. Union Minister of State for I&B Shri Rajyavardhan Rathore and Principal Secretary Tourism of Madhya Pradesh Shri Hariranjana Rao were also present on the occasion.

The state was selected for the most film friendly state award 2017 by the jury chaired by filmmaker Shri Ramesh Sippy. The jury included renowned filmmakers Shri Nagraj Manjule, Shri Rajakrishna Menon, Shri Vivek Agnihotri and Shri Uday Singh, the Managing Director of Motion Picture

Distributors Association. Keeping in view the efforts made by Madhya Pradesh to ensure best facilities for making films in the state, the decision to confer the 'Most Film Friendly State' award was taken by the jury.

Various kinds of facilities have been provided in Madhya Pradesh besides an informative website and other proper basic infrastructure. Initiative for proper upkeep of the concerned data base, marketing and preservation is being taken in the state. Madhya Pradesh was selected unanimously by the Jury out of 16 states.

Madhya Pradesh has also received positive feedback from renowned filmmakers, who have filmed earlier in the state. Besides making available the best basic assistance and infrastructure for film shooting, Madhya Pradesh has also prepared a very informative website and has offered several incentives for film making.



# Tourism Quiz : MP First State Damoh Winner and Morena Runners-up



Bhopal : The team students of School for Excellence, Damoh was the winner and that of Morena the runners-up of the State Level Tourism Quiz organized by Madhya Pradesh Tourism Board. Minister for State for Tourism and Culture (independent charge) Shri Surendra Patwa presented the running shield and certificates to the winning teams.

Shri Patwa said that Madhya Pradesh is the first state in the country to organize such a quiz. From next year, cultural heritage, traditions and customs of the state will also be included in the quiz. He advised the students to participate in the competition in a healthy spirit and not merely to score points.

Principal Secretary to CM Shri Hari Ranjan Rao said that the quiz is being organized for last 3 years and its format and quality would be increased by including questions about music traditions, arts, and handicrafts of the state in it. Its objective is to enhance awareness about tourism in the state, he added. In the multimedia round organized on the lines of the famous TV show "Kaun Banega Karodpati" questions about tourist destinations, culture, history and archaeological sites of the state were asked.

In the final round of the quiz Shri Patwa himself gave answer to a question, thereby ensuring his active participation in it. The question was about famous Shikhanji of Indore. Shri Patwa gave the right answer. The participants gave him a big hand.

Over 150 students participated in the written test and 6 successful teams participated in the multimedia round. The Golden Jubilee Auditorium and Premises of the Prashasan Akademi, the venue of the quiz competition, was tastefully decorated. Slogans and messages on Madhya Pradesh tourism were displayed on the occasion. Other inspiring slogans to motivate voters to exercise their franchise were also displayed prominently.

In a very pleasant weather amidst drizzling the participants enjoyed the event no end. MD of the Tourism Development Corporation Shri T. Eliya Raja and Additional MD Smt. Bhavna Valimbe were also present on the occasion.

## Students' Views

The students said that they gathered information and knowledge for this quiz competition from websites, brochures, book entitled Forts of MP, YouTube and other sources. Information about tourism is also available on the websites of districts. The students said that participation in this competition was quite enriching and they learnt a lot about tourist destinations, rich culture, history and protected monuments of the state.

# What else tourists ask for...?

Despite all our efforts to promote and boost tourism there is a perception in the minds of foreigners whether India is a safe tourism destination. Especially women harbor misconceptions that India is less safe than other destinations. There is need for a cohesive effort to alley this misgiving. The overseas tourists have to be convinced and reassured that India is not only fully safe for them but also treats the guests as gods.



No denying the fact that peace, safety and proper facilities are pre-requisite for attracting tourists. Any reservation about these factors will dissuade them. Agitations, road blockages or exaggerated reporting of mob lynching or cattle trafficking will naturally discourage tourists. Natural calamities create bad impact. Kerala, Himachal Pradesh, J&K and Uttarakand are recent examples. The recent excessive rain havoc would certainly have a bad impact on tourism in that state.

As for Madhya Pradesh, the situation here is far better. Over five years have seen unprecedented expansion and improvement in tourism facilities in the state. Coupled with peace and harmony the state has attracted more and more tourists over the years. It has a lot to offer- Hill Station Pachmarhi,

Mandu, Maheshwar, Omkareshwar, Ujjain, three World Heritage Sites Khajuraho, Bhimbetka and Sanchi and much more.

Recently, fruitful efforts have been made to promote adventure tourism in the state. Hanuwntiya Water Sports Complex has been a great success and encouraged by it a resort has been developed at Sailani near Omkareshwar. Another resort has been developed at Gandhi Sagar dam in Mandaur district. Parisili Resort, Tawa Resort and Bison Resort at Madhi are added attractions.

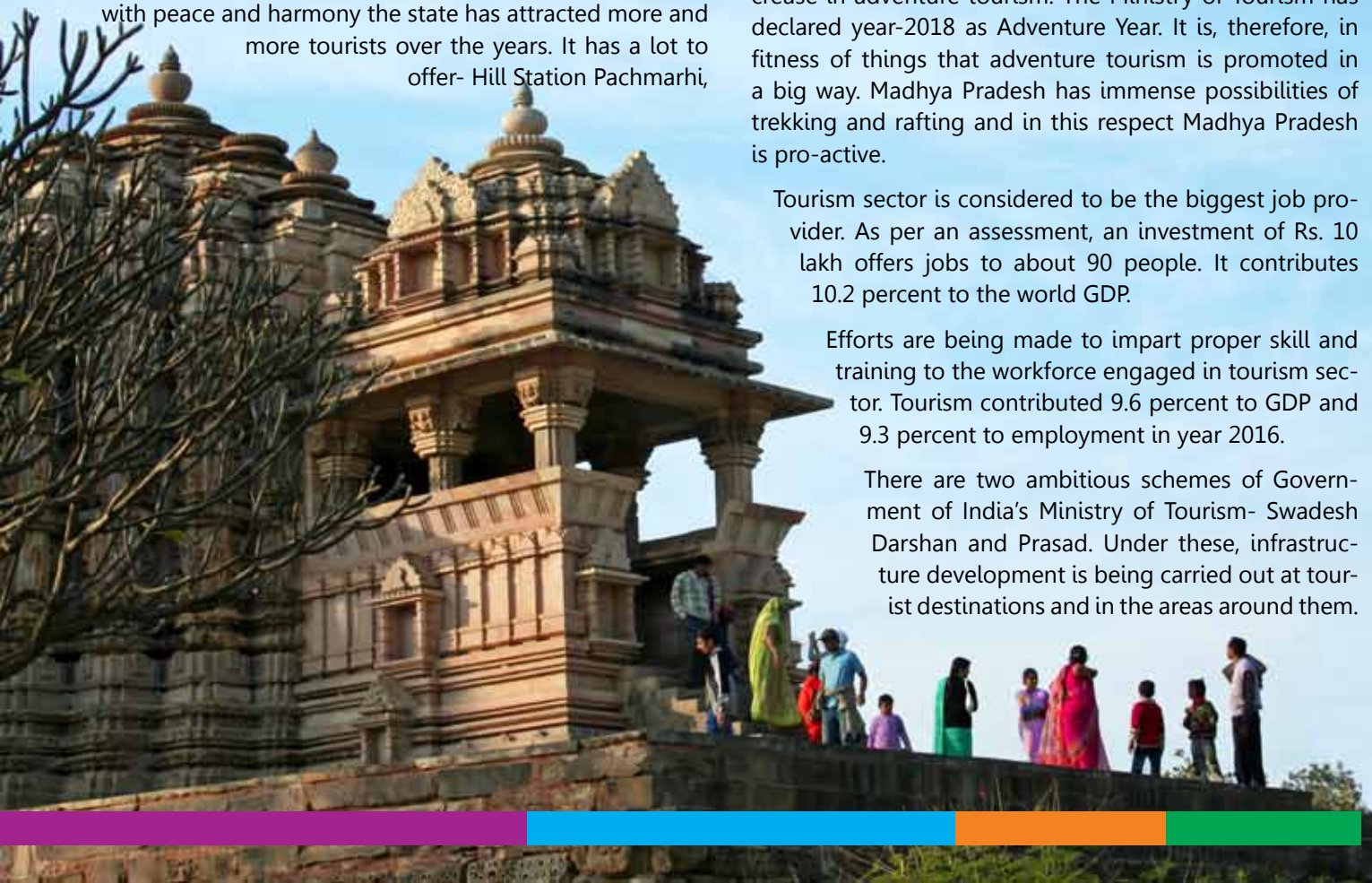
Adventure Next is going to be organized at Bhopal in the first week of December, that will draw international attraction and adventure tourism would get a boost. This is the first event of its kind in Asia. The tourists participating in it will also visit the different tourist destinations in the state. Efforts are afoot to make it a grand success. With this the Minto Hall (Old Assembly Building) will become an ideal conventional hall for international events in Bhopal.

Recent years have witnessed a remarkable 46 percent increase in adventure tourism. The Ministry of Tourism has declared year-2018 as Adventure Year. It is, therefore, in fitness of things that adventure tourism is promoted in a big way. Madhya Pradesh has immense possibilities of trekking and rafting and in this respect Madhya Pradesh is pro-active.

Tourism sector is considered to be the biggest job provider. As per an assessment, an investment of Rs. 10 lakh offers jobs to about 90 people. It contributes 10.2 percent to the world GDP.

Efforts are being made to impart proper skill and training to the workforce engaged in tourism sector. Tourism contributed 9.6 percent to GDP and 9.3 percent to employment in year 2016.

There are two ambitious schemes of Government of India's Ministry of Tourism- Swadesh Darshan and Prasad. Under these, infrastructure development is being carried out at tourist destinations and in the areas around them.





Jobs are also being created through active participation of the local communities. It is a matter of pleasure that both these schemes are being implemented in Madhya Pradesh.

A Rs. 92.21 crore Wildlife Circuit Project has been sanctioned for Madhya Pradesh. A sum of Rs. 74.94 crore has been sanctioned for Buddhist Circuit, Rs. 99.77 crore project for Heritage Circuit Project and Rs. 99.62 crore for Eco Circuit Project. Under Prasad Scheme Rs. 40.68 crore has been sanctioned for development of Omkareshwar.

Creating jobs through tourism is priority of state government. This year tourism job fairs were organized at Bhopal, Jabalpur, Rewa, Gwalior and Indore to provide jobs of different categories to the unemployed youths. Letters of Intent have been provided to over 15,000 youths in hospitality sector companies. B.B.A. graduation course has been started in hotel, tourism and hospitality. Next year Hotel Management and B.B.A. Tourism course will be launched.

## Association with Tourism

A tourism focused quiz competition is being organized for last three years to associate students and their parents with tourism. This has helped reach out to more and more people. The written exam and interesting multi-media rounds organized under it have considerably increased public interest in tourist places and monuments in the state.

Madhya Pradesh has a lot to offer to the tourists including forests, National Parks, water tourism etc. Pataalkot in Chhindwara is a geographical wonder where people belonging to Bharia tribe live far below the earth surface. There is a Bharia Development Authority for development of Pataalkot. Bhopal, Raisen and Pachmarhi are ideal adventure tourism destinations. The caves here have over 100 rock paintings.

There is need for more serious efforts to further boost tourism in our country. Millions of people see the Eiffel Tower and over 50 lakh tourists visit the Taj Mahal. There is need to increase the number of foot falls of tourists at other destinations also.

# Fourth Jal-Mahotsav at Hanuwantiya from December 8

Bhopal: The fourth Jal-Mahotsav will be held from December 2018 this year. The 31-day event will conclude on January 7, 2019. Thus, the tourists will be able to enjoy the year end and New Year at the festival. This year there will be special focus on adventure activities. This was informed at a meeting regarding preparations for

the fourth Jal-Mahotsav. The meeting was informed that this year there will be about 104 tents. Various facilities will be provided to the tourists at the Water Sports Complex, Hanuwantiya to help them enjoy to the full. The concerned officers were given instructions and directions to ensure that the event is a grand success.



# Tourism's new TVC Campaign bags 2 awards at Cannes Film Festival

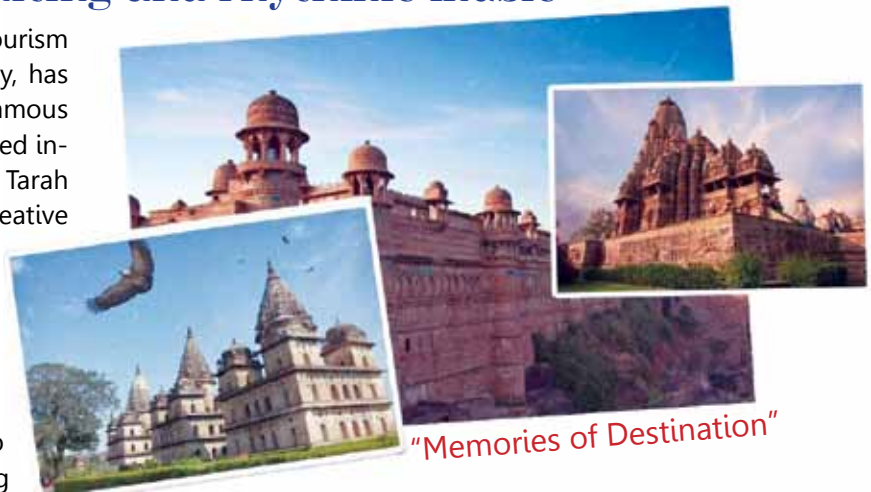
**'Memories of Destination' won a silver and bronze lion for its spectacular editing and rhythmic music**

Bhopal : Over the past decade, Madhya Pradesh Tourism in collaboration with its advertising's agency Ogilvy, has always churned out interesting TVCs; be it the first famous TVC 'Til Dekho.. Taad Dekho' or the ones that followed including 'Hindustan Ka Dil Dekho', 'MP. Ajab Hai', 'Sau Tarah Ke Rang Hain', 'MP Me Dil Hua Bacche Sa'. These creative videos have definitely changed the outlook with which one identifies the state.

This year Madhya Pradesh Tourism (MPT) has launched a new TVC named "Memories of Destination"; a collection of hundreds of photographs that showcases stories of millions of travellers who have visited Madhya Pradesh over the years. Using candid photographs and pictures of real travellers, the film tries to showcase various tourist destinations of Madhya Pradesh through the eyes of a traveller and not through the lens of a travel film maker. The idea is not to attract tourist by showing them picture perfect, splendid, spectacular images which the eyes will never see in real but to show them tourist destinations that look exactly how it looks in real.

The TVC has already bagged two awards for Madhya Pradesh Tourism in Cannes Film Festival 2018 including a silver lion for its spectacular editing and a Bronze lion for its rhythmic music. It is a major achievement for Madhya Pradesh Tourism to win two awards in the same platform. Cannes has been commonly called the Oscars of the Advertisement industry and this is the 2nd International award won by Madhya Pradesh Tourism in 2018. Before the Cannes 2018, MP tourism's toy film has been internationally awarded with a Graphite Pencil at D&AD Awards 2018 in Shoreditch, England this year

Every frame in the film gives the viewer an experience of a tourist visiting these rich destinations. Be it the architectural marvels of Gwalior and Mandu, the picturesque beauty of Pachmarhi and Orchha, the sight of the majestic tiger in its national parks, the breath taking views of the Dhuadhar falls, or the bustling, delectable tastes and sights of the Sarafa Bazar in Indore; this film is an honest expression of what one will truly experience in Madhya Pradesh.



## MP Tourism

The brief was to showcase tourist destination of Madhya Pradesh exactly as they created with real images that real people Shoot, Post, Share. More than 400 images were selected from 'World's Most Honest Tourism Film'. The images go back to the days of Eastman Colour to recent days of Eastman Colour to recent digital images, comprising food lovers, relic hunters, selfie hunters, backpackers, coming together to depict the places to visit in the 'Heart of India'.

## Kaun Banega karodpati

### Questions asked about Sanchi Stupas and Indore Sarafa

Two questions about Madhya Pradesh were asked at the popular television show Kaun Banega Karodpati. The questions were about famous Sanchi Stupas and the delicacies offered to the foodies at the Sarafa Bazar, Indore. These questions were asked on the last Tuesday show by Amitabh Bachchan from Ravindra Kumar from Bhuvaneshwar. Showing a replica of Sanchi Stupa Bachchan asked as to who built it. Kumar sought the help of expert Pankaj Pachauri and gave the correct answer that Emperor Ashoka built it. He also gave correct answer to the questions asked about the delicacies, especially Indori Poha enjoyed by food lovers at Indore's Sarafa Bazar. It may be mentioned here that Sanchi Stupa is printed on the Rs.200 currency notes issued by Gol. The Stupas were showcased at the Republic Day Parade in New Delhi this year.





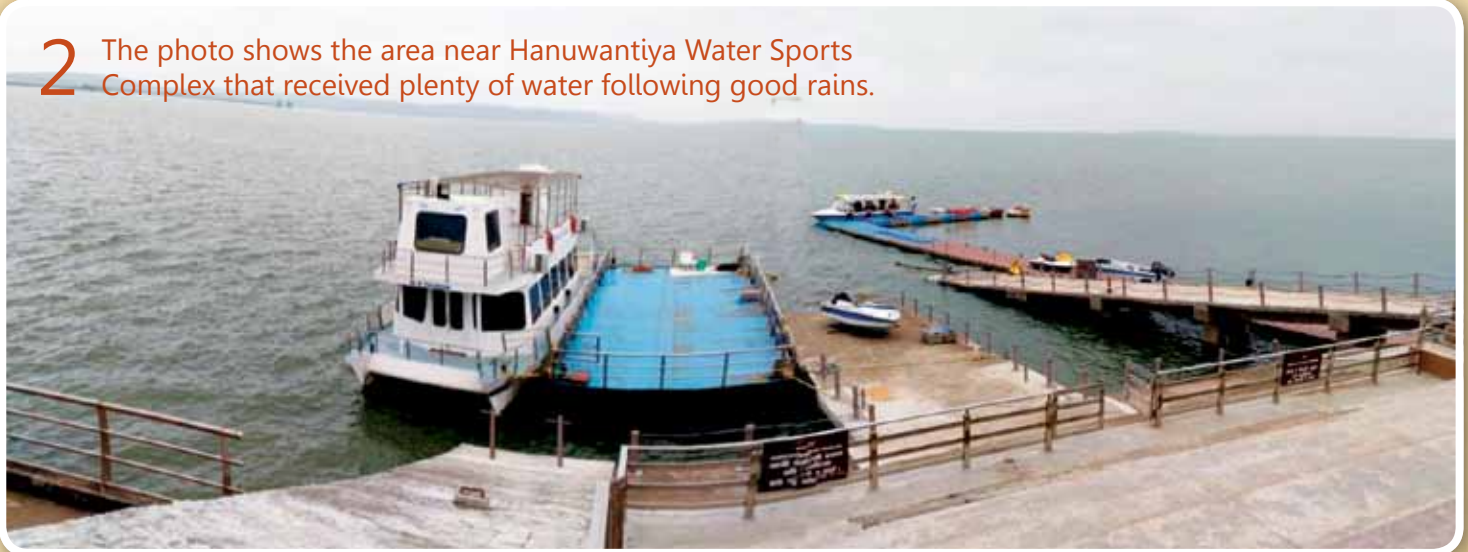
## PHOTO COLLAGE

THE PHOTO COLLAGE SHOWCASES THE VARIOUS EVENTS ORGANIZED BETWEEN THE PREVIOUS AND THIS ISSUES OF THE NEWSLETTER.



1 The natural beauty of Sailani Resort close to Omkareshwar is a sight for the gods to see. A panoramic view.

2 The photo shows the area near Hanuwantiya Water Sports Complex that received plenty of water following good rains.

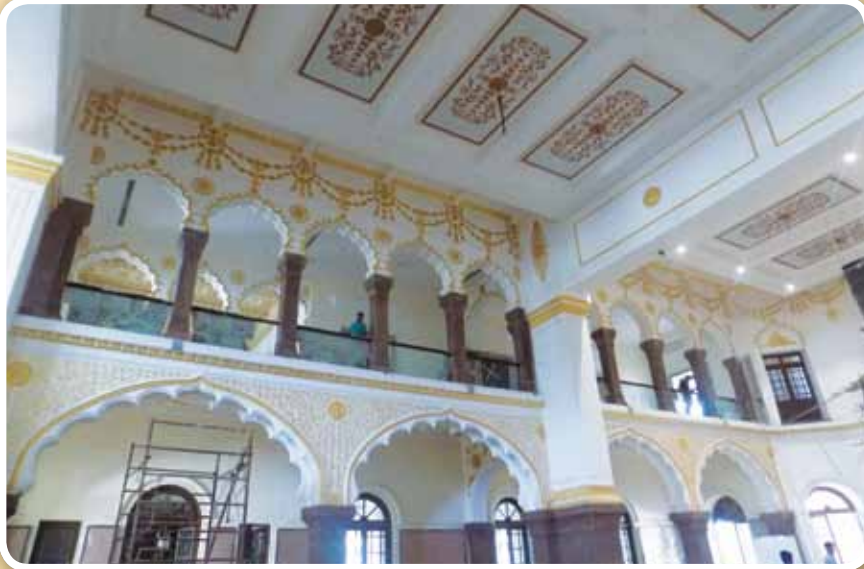


3 The tableau of Madhya Pradesh Tourism Board bagged the first award at the Republic Day parade. A trophy was presented.



4 The renowned Sanchi Stupa was showcased in the Madhya Pradesh tableau at the Republic Day parade in New Delhi.





5 The renovation and decoration of Minto Hall is in the last phase.

6 Chief Minister Shri Shivraj Singh Chouhan visited Sailani Resort, Omkareshwar recently.



7 Hinglaj Resort developed near Gandhi Sagar dam in Mandsaur district.





# Tourism Board Lives Up To Objectives

Bhopal : This day last year saw the setting up of Madhya Pradesh Tourism Board to promote MP tourism at national and international level. Constituted by a decision of the Tourism Cabinet the Board has since lived upto its objectives, giving a push to tourism activities in the state through innovation and well-contemplated plans. It has been providing facilities to the investors willing to invest in tourism sector. It has also created new job avenues.

Following the constitution of the Tourism Board, the State Tourism Development Corporation has been able to pay greater attention to its original hospitality and infrastructure development works. The Board is branding and promoting MP tourism.

Within a year, the Board has a number of achievements to its credit. The Board registered an impressive presence at the World Travel Mart held at London and shared the information with the prospective investors at the USTOA at Florida, US, Feter at Med rid in Spain, I.A.M.E-2018 at Melbourne in Australia through attractive presentations on MP tourism. At the A.I.M.E.-2018 Madhya Pradesh Tourism was conferred the prestigious Best Exhibitor Award. Similarly, the Board held impressive road shows and investors' meets in different cities of the country.

## Investment Promotion

The Investment Promotion Unit (IPU) working under the Madhya Pradesh Tourism Board has successfully executed a well-planned strategy as a result of which investment of about Rs.700 crore is likely to be made in tourism sector in Madhya Pradesh. In 49 districts of the state a land bank consisting of 849.077 hectare government land has been set up at 144 places. Besides, 431.515 hectare land has been identified at 71 places and the process of its transferring is on. Out of the Land Bank, some land has already been allotted to 19 private groups on a premium of Rs.33.77 crore. A Heritage Property Land Bank has been set up for private investment in construction of heritage hotels. At present 8 properties are in the possession of the department. Of these, 3 properties have been given to the investors through tender process and a premium of Rs. 11.64 crore has been received against it. Ten other properties have been de-modified by the Archaeology department for this Land Bank.

## Water Sports

The last one year witnessed holding of the 80-day third Jal-Mahotsav at Hanuwantiya Water Sports Complex and maiden Jheel Mahotsav at Bargi (Jabalpur) and Gandhisagar Dam(Mandsaur). Moreover, Bhoj Adventure Fest-2018 was held at Bhopal, Vindhya Mahotsav at Rewa, Nimar Utsav, Mandu Utsav, and Bega Olympic at Balaghat.

It may be mentioned here that 18 spots have been selected as water water zones for promoting water tourism. The Board has been authorized to issue licenses for conducting water tourism activities at these places.

## Tourism Board

It is to be noted that that the Madhya Pradesh Tourism Board has been constituted under Company Act as a non-profiting company.

The main functions of the Board include discharging all the responsibilities under Tourism Policy - 2016, attracting private investors in tourism sector, investors' facilitation, providing grants and facilities to investors as per the policy and to frame new policies to attract investors, implementing and monitoring these policies, continuously increasing the Land Bank by selecting suitable land for establishment of tourism projects, drawing up action plans for development and preservation of different places of tourist attraction like archaeological sites, wildlife areas, natural caves, parks, water areas and other places to promote tourism. It is also tasked with participating in the national and international tourism events, fairs and to promote local cuisine, culture, crafts etc besides providing facilities for eco tourism.

The Chief Minister Shri Shivraj Singh Chouhan is the Chairperson of the Madhya Pradesh Tourism Board and the Minister of State (independent charge) for Culture and Tourism and the Chief Secretary are its Vice-chairpersons. Principal Secretaries of different departments are their Directors. Principal Secretary Tourism, Managing Director is its ex-officio Member Secretary

# Rising number of tigers covers double forest beats

Bhopal : It's good news for tourists coming in Madhya Pradesh. Figures in the first phase of the All India Tiger Assessment 2018 indicate towards a handsome increase in the number of tigers. In the assessment of the first phase of the year 2014, the presence of 308 tigers was found in the state's 717 forest beat. There is evidence of the presence of tigers in 1432 beats in four cycles held from February 5 to March 26 in year 2018.

A tiger makes its own independent territory. With the rise in the number of tigers, the adolescent tigers have started moving to new areas. Shifting of tigers in Sanjay Gandhi, Panna, Satpura Tiger Reserve etc. from the tiger-dominated areas of the forest department have also resulted in new pairs instead of their mutual fight for establishing supremacy in area.

During the All India Tiger Assessment, figures have been collected in about-30 thousand beats of 21 states in India in Phase-1. Of these, Madhya Pradesh alone has 9 thousand beats. Its preparation in the state had started almost a year ago in February 2017.

For this, the Forest Department has not only shifted herbivores to the Tiger Reserve of the state from densely

populated areas but has also started production of grass through scientific management in the villages vacated in the Tiger Reserve. The number of herbivores has increased greatly as they are getting nutritious meal and grass and the tigers in the Tiger Reserve are also getting adequate food. Wild animals abound in forest areas in the Tiger Reserve and outside of the state. A corridor is being developed to connect the reserved areas of wild animals. The state government has set a special budget head to manage wild animals. Fund is being made available for wildlife management outside protected areas.

For this a wildlife rescue squad has been established in the state to deal with them. The 15 Regional Rescue Squad working in the state has played a major role in avoiding human-wildlife conflicts over the years.

Villages have been rehabilitated from Tiger Reserve areas. An amount of more than Rs.1000 crores has been made available to the rehabilitated villagers. This has increased the security of tigers and the villagers have been able to connect with the main stream of development.





# 850- Hectare Land Bank under New Tourism Policy

## Home Stay Scheme to Highlight Local Ambience and Culture

Bhopal : A land bank having 850 hectare has been created following constitution of Madhya Pradesh Tourism Board. So far, 60 hectare land has been allotted to 16 investors in tourism sector through the bank. Premium of Rs. 18 crore has been received from this. Capital subsidy amounting to Rs. 52 crore has been provided to 23 units. To promote water tourism, 3 thousand square kilometer area has been identified. To promote Home Stay scheme 97 Home Stays have been registered in the state.

This was informed at a workshop on "Tourism Policy-2016: "Facilities and Possibilities" and Home Stay held here recently. Principal Secretary, Tourism and MD, Tourism Board Shri Hari Ranjan Rao said that continuous efforts are being made to further promote tourism and attract maximum tourists to the state. The endeavor is to ensure that the tourists carry a pleasant experience from here. The Home Stay scheme has been introduced to acquaint tourists with local environment, living, food habits and culture. It has evoked very encouraging response. Due attention is being paid to innovations and best practices, he added.

Director of Home Stay and Tourism Society, Kerala Shri M.P. Shrivnathan, who was special guest on the occasion, informed that as many as 700 Home Stays are successfully functioning in that state. The scheme has been promoted with participation of voluntary organizations. An attractive website on Home Stay has been launched and necessary training is being given to all associated with it. He shared the experience of the scheme with the delegates at the workshop. President of the district unit of Kerala Home



Stay and Tourism Society, Shri D. Soman gave a presentation on success of the Home Stay scheme along with natural beauty and famous tourist destinations in Kerala.

Sushri Pooja Shrivastava and Surya Sadashivan of Air B.N.B. gave a presentation on Home Stay scheme and on the work done with the cooperation of Seva Samiti NGO of Gujrat, informing that now tourists are getting more attracted to Home Stays instead of big hotels as it gives them a feel of local ambience and culture. Earlier, Director of the Investment Augmentation Unit of the tourism Board Shri A.K. Rajoria made a presentation on the achievements of the Board and implementation of the Home Stay scheme. CEO of Tourism and Hospitality Skill Council Sushri Sonali Sinha, office bearers of other institutions and representatives of NGOs attended the workshop.



# M.P. Registers ₹ 958 Crore Investment in Hotel Industry

Bhopal : Investment of Rs. 958.33 crore has been made in hotel industry over last 3 three years in Madhya Pradesh. Over 73 investment proposals were received to MP Tourism for investment. As per the tourism policy of the state, subsidy amounting to Rs. 62.71 crore has been disbursed to hoteliers from 2016 to 2018.

Principal Secretary, Tourism Shri Hari Ranjan Rao informed that hotel industry occupies an important place in tourism sector. Hoteliers from all over the world have been attracted to the state by its tourism policy. Over the years 4 convention centres, 2 resorts, 4 deluxe hotels, 27 budget and standard hotels and ropeways have been started. These have provided 2975 new rooms for the tourists.

Shri Rao informed that Madhya Pradesh has carved a distinct identity in tourism sector due to its progressive tourism policy. Now 99 units of Home Stay are ready in 6 prominent tourism regions i.e. Indore, Bhopal, Gwalior, Jabalpur, Kanha and Satna having 327 rooms for tourists.

Under the Home Stay concept vacant bungalows and multistoried buildings are furnished as per tourism policy and offered to the tourists. Online booking facility is being provided on the website of the tourism department, he added.

The Principal Secretary disclosed that a land bank of 849 hectare is available for prospective investors in tourism sector. The land bank is meant for investment at 144 places in Indore, Bhopal, Jabalpur, Gwalior and Khajuraho tourism regions. The department has created the land bank for investment in Bhopal, Sehore, Rajgarh, Raisen, Hoshangabad, Betul and Harda in Bhopal region.

Land measuring 96.85 hectare has been made available on 17 proposals. The leading investors include Orange City, Mahindra Holiday, State Express Group, Jehnuma Palace and Backspell Group. The department has received Rs. 30.77 crore as premium revenue from them. Of these, 3 units involving an investment of Rs. 18 crore have already started.

## Bhopal's Taj Mahal to be a Heritage Hotel Moti Mahal and Mahendra Bhavan also to be Heritage Hotels

Bhopal : Bhopal's Taj Mahal is all set to welcome visitors to this City of Lakes as a heritage hotel. Madhya Pradesh Tourism Department has leased out this majestic building for this purpose. Possession of Benazir Palace, Bhopal, Moti Mahal, Gwalior and Mahendra Bhavan, Panna has already been given to the Tourism Department for developing them as heritage hotels.

Renovation of the Govindgarh Fort, Rewa has already started and it will be ready as a heritage hotel by end of 2019. Tender for the Benazir Palace, Bhopal is being issued. The department is working for converting 6 heritage properties as heritage hotels and convention centres. Of these Rajgarh Palace, Khajuraho. Govindgarh Fort, Rewa and Taj Mahal, Bhopal have already been leased out to concerning agencies.

Tenders will be issued soon for Madhavgarh Fort, Satna, Rajgarh Palace, Datia and Benazir Palace Bhopal. Tenders

will be issued soon to convert Mahendragarh, Panna and Moti MaMahal, Gwalior to heritage hotels. Kyoti Fort, Rewa, Royal Hotel, Jabalpur, Vijayraghvargarh Fort, Katni, Sheopur Fort, Sheopur, Narvar Fort, Shivpuri, Lunera Ki Saray, Mandu, Sabalgarh Fort, Morena and Baldevgarh

Fort, Tikamgarh are available with the department as heritage property bank. Action is being taken to convert them into heritage hotels, he added.

The number of tourists has continuously increased over ten years in Madhya Pradesh. Occupancy in all the hotels in Pachmarchi has been 90 percent in all seasons. In comparison to it the tourism hotels in other states

have remained unoccupied. Heritage hotels will play an important role in further boosting tourism in the state and the number of footfalls of tourists is likely to increase by 25 percent.





# Adopt a Heritage

## Letters of Intent to 9 agencies

New Delhi : The 3rd Award Ceremony of Adopt a Heritage Project was conducted by Ministry of Tourism in collaboration with Ministry of Culture and Archaeological Survey of India (ASI), State/UTs Governments in New Delhi for awarding the Letters of Intent to the shortlisted agencies under Phase IV of the project. Awarding the Letters of Intent to 9 agencies for 22 monuments of Phase-IV, Union Minister for Tourism (IC) Sh. K. J. Alphons asked the stakeholders to 'protect, preserve and market' the heritage of India. The Minister also emphasised on creation of awareness amongst the corporates and citizens to adopt heritage sites under the project for creation, operation and maintenance of basic and advanced amenities at tourist destinations. The event had a discussion session with the stakeholders in which the concerns and suggestions were made to the Minister and Ministry officials.

The scheme "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" was originally launched on 27th September 2017 to preserve the rich cultural and natural heritage and to promote tourism across the length and breadth of our country. The Project began with selected ASI ticketed monuments and the scope has now been expanded to include



other natural and cultural sites across the country. It was strongly emphasised that tourist experience is the prime parameter to evaluate our performance in the sector.

As on date, the project has received very encouraging response with over 195 registrations as per the project website. Various agencies that have come forward for adoption include not only public and private industry, but also schools and individuals. So far, 31 prospective monument mitras have been shortlisted by the Oversight & Vision committee for developing tourist friendly amenities at 95 monuments, heritage and other tourist sites including major heritage sites like Red Fort, Qutub Minar, Hampi, Sun Temple, Ajanta Caves, Char Minar, Kaziranga National Park.

# Eco-Tourism Board to develop 61 tourism areas

Bhopal : Eco Tourism Board will develop 61 entertainment and wildlife experience areas in the state at a cost of Rs 27 crore 45 lakhs next year. Besides this, eco tourism will be developed in the buffer regions of Panna, Pench, Kanha, Bandhavgarh, Satpuda and Sanjay Tiger Reserve at a cost of Rs 1.5 crore out of which works worth Rs one crore 70 lakh are in progress. With this, tourists will get new well-equipped entertainment areas. This information recently given at a meeting of the general body of Eco Tourism Development Board presided over by Forests, Planning, Economics and Statistics Minister Dr. Gaurishankar Shejwar.

Additional Chief Secretary Forests, Shri Deepak Khandekar, Principal Chief Conservator of Forests Dr. Animesh Shukla, Principal Chief Conservator of Forests (Wildlife) Shri Jiten-

dra Agrawal, Managing Director, Forest Development Corporation Shri Ravi Shrivastava and Chief Executive Officer Shri Pushkar Singh were also present at the meeting.

Board has started an online booking portal since May 22, 2017 due to which 65 thousand 347 tourists booked in Buffer Zone of the Tiger Reserve from July 2017 to February 2018 and enjoyed eco tourism. Parks have received more than Rs one crore revenue from this. The tourists include 59 thousand 255 tourists from India and 6092 foreign tourists against 72 thousand tourists last year. These Buffer Zones are- Sehra and Patai in Satpuda, Panpatha, Dhamokhar and Manpur in Bandhavgarh, Rukhad Ari Khavasa in Pench, Kumbhpani, Sijhaura in Kanha, Khapa and Khatiya, Ranehfal, Harsa, Hinouta in Panna and Dubri in Sanjay tiger reserve.

## UNESCO “Asia Pacific Heritage” Award to Gohad Fort

Bhopal : Announcement has been made by the UNESCO to honour the conservation work of Gohad Fort of district Bhind with ‘Asia Pacific Heritage’ award. Total 43 projects from various countries were received by the International Conservation Committee and 7 projects from India were selected for the awards. The conservation work of Gohad Fort was mentioned specially among these projects. ‘Award of Merit’ was honoured to the conservation work of Mahidpur Fort of Ujjain district also by the UNESCO last year.

The design of Gohad Fort is a peerless example of fort construction art. The fort was built in the 16th century. Jat Kings ruled over this place for several years and this was the capital of their state. The conservation work of fort’s gate Hathi Pour, Sankal Darwaza and Hamaar Darwaza was utmost difficult. The work was undertaken with special care and constant monitoring was carried out. Out of 24 conserved monuments of Bhind district, 10 monuments in Gohad alone including this Fort have been declared as conserved monuments. These all monuments belong from 8th century to 18th century.



## Tribal Mural paintings become center of public attraction in Umaria

Bhopal : Normally paintings prepared by the artists are displayed at cultural centers, haat mela and exhibition sites. Umaria is the only district headquarters of the state, where tribal paintings have been displayed in an amazing style on the walls, buildings and other places in the city. These paintings made at the public places of the city have become a center of attraction for tourists, art lovers and common man. The Chief Minister Shri Shivraj Singh Chouhan could not hold himself from praising these tribal mural paintings during his tour of the city last year.

These attractive paintings of animals, birds, plants and trees besides other pictures of tribal culture, made at the public places, boundary walls, old rest house, collector bungalow and community bhavan mesmerized everyone at once while entering the Umaria district headquarters. Special attention is paid on sanitation on these places, which has added beauty to the city.

The amazing mural paintings have been displayed at these places by the artist Shri Jagan Singh Shyam, who is considered as the originator of Gond painting. His paintings are world renowned and have been displayed in the parliament house also. His ancestors, who were from the

village Patangarh of Dindori district, have played an important role to bring these mural paintings before the world. The local artist, Shri Deepak Dardvanshi has also played an important role to make these paintings on walls at the public places. Tourists from abroad in large number visit this city to see these mural paintings.



The district administration has made a unique effort by giving training to the school students under the tribal artists to refine their talents. These students have also rendered their assistance in preparing these mural paintings.