

MADHYA PRADESH TOURISM NEWSLETTER

Quarterly Newsletter of Madhya Pradesh Tourism Board

February 2019

Minister Shri Baghel presents First Privilege Member Card to CM Shri Kamal Nath



Bhopal : Chief Minister Shri Kamal Nath was met by the Minister for Tourism Shri Surendra Singh Baghel at Mantralaya recently. Shri Baghel presented First Privilege Member Card of Madhya Pradesh Tourism Development Corporation to the Chief Minister. The Tourism Minister informed that initiative of Privilege Member Card has been taken to encourage night halt in hotels of the corporation and to establish brand of Madhya Pradesh Tourism.

Moreover, Shri Baghel informed that this card will be given to all those guests of Madhya Pradesh Tourism, who will stay five or more times at the properties of the corporation. Special concession in charges will be given to Privilege Member Card holders by the Tourism Corporation.

Minister Shri Baghel reviews Departmental Activities



Bhopal Minister for Tourism and Narmada Valley Development Shri Surendra Singh Baghel reviewed activities being carried out through digital marketing and social media platforms for wide publicity by the Madhya Pradesh Tourism. Shri Baghel hoped that activities would be carried out keeping in view competition, new vision and profitable business in tourism sector.



From The MDs Desk ▶▶▶



The Asia's first ever Adventure NEXT held successfully at Bhopal, the Capital City of Madhya Pradesh, has left an indelible impact in tourism sector at world level. I am confident that It will certainly go a long way in attracting more and more foreign and domestic tourists to Madhya Pradesh. The future belongs to adventure tourism and Madhya Pradesh has already moved in this direction.

All out efforts will be made to augment job avenues in tourism sector in keeping with the promises made by the newly formed government in Madhya Pradesh in its Manifesto. According to a study an investment of Rs. 10 lakh generates 78 jobs in tourism sector. In fact, job creation is a major thrust of tourism. Tourism contributes 5.9 percent to country's GDP and 9.2 percent to employment. Similarly, country's domestic tourism has been contributing significantly to the world tourism. With these facts in view efforts are afoot to further expand tourism sector in Madhya Pradesh.

The beginning of the year 2019 has been very encouraging in Madhya Pradesh. A good beginning has been made towards in improving air connectivity. It has directly connected important destinations of South India to Bhopal-Jaipur, Ahmadabad, Shirdi etc. This had been long awaited. The hon'ble Chief Minister of the state has recently inaugurated this facility. This will greatly help boost tourism sector in the state.

High Value-Low Impact is our motto in tourism sector in Madhya Pradesh. A new Adventure and Camping policy is already in place. Steps have been taken to enhance awareness about security of women at tourist destinations. Team Tourism deserves all compliments and accolades for the grand success of the Adventure Next. We have to keep it up to ensure a still better performance in all components of tourism in the state.

Best wishes



(Hari Ranjan Rao)
Managing Director

ADVENTURE NEXT SUCCESSFULLY CONCLUDED IN BHOPAL



Guests inaugurating Adventure Next by lighting ceremonial lamp.

Bhopal: Madhya Pradesh Tourism has left a remarkable impression on a global level by hosting Adventure NEXT 2018 in Bhopal. The success of this event was automatically highlighted with the participation of more than 72 buyers from more than 31 countries including India, USA, Canada, Brazil, China, Japan, Britain, Indonesia, South Africa, Australia, Poland, France, Germany, Argentina, Philippines, Singapore, Chile and Iran and more than 200 delegates.

With this, the historic Minto Hall (International Convention Center) also got the opportunity to be established on the world tourist map. The delegates visited various famous tourist destinations of the state such as National Park, Heritage, Archeological sites in different groups. On the other hand, Indira Gandhi Rashtriya Manav Sangrahalaya, Tribal museum, Boat Club and heritage walk also showcased the rich history preserved by Bhopal. During the Adventure NEXT there were successful rounds of B-2-B discussions at Market Place, Chowk Bazar with live demos of Maheshwari Sari, Bagh prints, Pot making and Terracotta in nearby Shilp gram craft market.

At the inauguration ceremony of Adventure NEXT event, Shri Suman Billa- Joint Secretary, Ministry of Tourism highlighted the development of Indian Tourism from past few years. In his speech he explained the growth of tourism in terms of statistics

along with educating on the importance of adventure tourism in India.

The contribution and role of Ministry of Tourism, Government of India has helped the Adventure NEXT to become a grand successful event. The logistics of Ministry of Tourism has attracted the tourism lovers on a very grand scale. On the grand success of this event, MPTB officials thank all the partner organizers, creative teams and attendees who came together to showcase Madhya Pradesh as the best destination for adventure segment. "We appreciate the extended support from Ministry of tourism and Shri Suman Billa- Joint Secretary, Ministry of Tourism" to enlighten us with their fine knowledge and presence."

In the beginning of the event, a tribute to victims of gas tragedy which took place on 3rd December, 1984, with a two-minute silence was given. The event witnessed spectacular cultural programs with an attractive presentation on the open stage of the Tribal Museum. Through this event Madhya Pradesh Tourism will receive best practices such as



sustainability, responsibility, marketing, crises management and many more. To conclude the three day affair a grand finale evening was held at the Adventure Next Hotel Lakeview at Upper Lake where attractive classical dances were performed beneath the scenic view of boat club.

About ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) today is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world. The membership and trade organization is designed to be a force for the industry and exists to drive thought leadership, industry promotion, and opportunities to network and convene globally to create trade and business health. It currently serves more than 1,000 members in 100 countries worldwide. The constituency is made up of tour operators, tourism boards, specialty agents, and accommodations all sharing a vested interest in the sustainable development of adventure tourism. Through its growing business

services division, the ATTA delivers a portfolio of strategic solutions and a robust ecosystem of events around the globe. With specialized expertise in research, events, education, media, and promotion, the ATTA business service division is able to provide valuable solutions to a broad set of partners across many verticals of business.

Madhya Pradesh Tourism:

Since more than four decades, Madhya Pradesh Tourism is facilitating high standard travel services for travellers visiting Central India for Tourism. Madhya Pradesh is an important state of Central India with an enormous scope for tourism, covering all types of tourism like heritage tourism, wildlife tourism, cultural tourism, pilgrimage, tribal tourism, rural tourism etc. Their sincere efforts to manifest such aspect of Central India tourism to rest of the world so that tourists can come and explore Central India tourist places, trace their history, enjoy their holidays and return with beautiful memories is the USP.





Bhopal: The Tourism Policy of the State has been made comprehensive and investment friendly. Now Sea-plane, amphibian tourist vehicles, aero sports, training centre academy and heritage motel have been recognized under the Tourism/ Cafeteria project. Entitlement for capital grant has also been given. In order to promote water tourism, Govindgarh reservoir- 4 new water bodies, Kolar water reservoir, Machagora Reservoir-Chhindwara and Sapna dam have been notified. Now investors can obtain license from the Tourism Department to conduct activities like motor boat, house boat, cruise, para sailing, speed boat and other water sports activities in these water bodies.

Keeping in view the natural and adventure tourism in the state, an Adventure and camping Policy has been implemented in the state to encourage tourism at the suitable sites. Investors can now conduct activities like camping, trekking, angling, mountaineering, hot air ballooning, cycling etc. in these identified areas by obtaining license for 5 to 15 years.

Under the policy to develop heritage properties through private sector in the form of heritage hotel, Vijayraghavgarh-Katni, Kwoti Fort-Rewa, Sheopur Fort, Narwar Fort-Shivpuri, Royal hotel-Jabalpur, Mahendra Bhavan of Panna have been identified and action has been taken to transfer them to the Tourism department. The Rajgarh Palace of Datia has been allocated to the Brajrama Hospitalities Ltd,

Tourism Policy

Made comprehensive and investment friendly

◆ A.K. Rajoria, Director, Investment Promotion

Bengaluru through bid to develop it as Heritage hotel. Moreover, land has been allotted to Mahindra Holidays, Jehannuma Palace Hotels Ltd. and to Srishti ventures, New Delhi in Dharaji, Satpura Tiger Reserve Gate, Dhapadamal-Betul and Sarangpur Madai respectively for tourism projects.

Eight way side amenities situated on the main state highways of the state has been handed over to the private investors after the lease agreement. Along with this, allotment letters of 11 new way side amenities have been issued. Apart from this, agreement has been signed with 2 private investors under the franchise category.

Under the policy, a capital grant of Rs. 9.80 crore has been provided to 6 new tourism units. An amount of Rs. 148 has been invested in these units and employment has been given to 1500 people, in this way, about 250 new hotel rooms have been established.

On the invitation of Kerala Home Stay Association, officers of the Tourism Board participated in its annual seminar held in Kochi. The amended Home Stay policy has been issued as per the policy of the Kerala Home Stay Policy to enhance public participation in tourism development. Now, the Home Stay can be registered in Silver, gold and diamond category on the basis of available facilities and honorarium can be received.

Moreover, under the constant contact campaign with investors, information about the scope of investment in tourism sector in the state and policy has been given to the investors by taking part in International Buddhist Conclave, New Delhi, Kerala Home Stay Annual conference, Kochi and Indian Heritage Hotel Association Convention, Bharatpur.

“Khajuraho becomes Iconic Destination, included in Udan Yojana”

Water Sports in Bargi and Sports Academy in Tamia



Bhopal: A meeting of the Board of Directors of Madhya Pradesh Tourism Board held under the chairmanship of the then Chief Secretary Shri B.P. Singh in Bhopal. It was informed in the meeting that the world heritage Khajuraho has been declared as 'Iconic Destination' by the Ministry of Tourism, Government of India. The Ministry of Aviation has included Khajuraho-New Delhi route under the Udan Yojana to facilitate tourists. Moreover, a campaign has been started for a wide publicity of tourism places, heritages, art and culture at global level.

The then Chief Secretary Shri B.P. Singh stressed on need for further development of Burhanpur, the city of historical importance and to improve road of Jahaz Mahal in Mandu. He also laid emphasis on development of Mandu, Orchha and Chanderi in the form of tourism cities. The then Additional Chief Secretary, Culture, Shri Manoj Shrivastava, Principal Secretary, Finance, Shri Manoj Govil, the then Principal Secretary, Urban and Housing development Shri Vivek Agrawal, Principal Secretary, Tourism, Shri Hari Ranjan Rao and Additional Managing Director of the Board,

Smt. Bhavna Valimbe including other concerned officers were present at the meeting.

The Principal Secretary, Tourism, Shri Rao informed through presentation that Water Sports Academy in Bargi (Jabalpur) and Adventure Sports Academy is proposed in Tamia. Ten organizations have been chosen under the Adventure Tourism. Under the Camping Policy, target has been set for 100 camp activities. Different permissions have been given to 80 investors by notifying 22 water bodies in the state. A subsidy of Rs. 66 crore has been provided by the tourism board in 42 cases. Target has been set to bring 100 hectare land under the land bank under the next work plan.

Moreover it was informed in the meeting that 20 villages have been selected in the state to promote rural tourism. Under the adventure activities, programmes like Tour de Satpura Cycle Safari, Mansson Marathon Pachmarhi and City Walk Festival were organized. Hindi course has been implemented in Food Craft Institute. Coffee Table Book and tourism publicity material were presented to then Chief Secretary and members of the Board of Directors on the occasion.

Cultural extravaganza

“Bharat Parv”



The Minister of State for Tourism (I/C), Shri Alphons Kannanthanam visiting an exhibition at the closing ceremony of the “Bharat Parv”, organised by the Ministry of Tourism, at Red Fort, Delhi.

New Delhi : The celebration of 'Bharat Parv' concluded recently Red Fort in the presence of Shri K J Alphons, Union Minister of State for Tourism. The Parv was organized by the Ministry of Tourism, Government of India.

The major attractions this year included the replica of the Statue of Unity created by sculptor Shri. Ram Vanji Suttar and, also a Gandhi Gram in which 10 painting artists created paintings on the theme 'Ideology of Mahatma Gandhi'. The daily highlights of events were Display of Republic Day Parade Tableaux, Performances by the Armed Forces Bands (Static as well as dynamic), a Multi-Cuisine Food Court, Crafts Mela, Cultural Performances from different regions of the country, exhibition-cum-sale of crafts items, Yoga demonstrations and live Kitchen demonstrations. The Parv at the Red Fort, New Delhi witnessed a large number of visitors.

Congratulating the Ministries and State Governments involved in conducting a successful Parv, Shri K J Alphons said that everyone should travel and promote tourism in the country. The Minister added that 'We

have so much to see in this incredible nation and there is no better way to love your country by experiencing this diverse nation yourself'.

Addressing the gathering at the closing ceremony, Shri Yogendra Tripathi, Secretary Tourism thanked all the collaborators in conducting the activities and putting up the stalls in tune with the theme of this year's Parv 'Celebrating Mahatma'.

The Ministry of Tourism Digital Showcase booth in the Parv showcasing various Digital initiatives like Incredible India website, Mobile App, Virtual Reality views of Indian destinations and attractions to promote Indian destinations attracted large number of visitors who experienced VR walkthroughs of monuments/ tourism facilitated by Google Arts and Culture.

Another attraction this year was the stall on the 'Adopt a Heritage' project of the Tourism Ministry, where the Monument Mitras are arranging Video walkthroughs, Project awareness videos, Segway experience on the projects they have taken up under Adopt a Heritage.

27 States participated including Madhya Pradesh by setting up of Stalls, Showcasing their food, handicrafts and tourism products. The Central Ministries/ agencies who participated in the event include Ministry of Culture, Ministry of AYUSH, Ministry of Information & Broadcasting, Development Commissioner Handicrafts (Ministry of Textile), IRCTC, Rail Museum, TRIFED, Development Commissioner Handloom. The Ministry of Tourism has been designated as the nodal Ministry for Bharat Parv.



PHOTO COLLAGE

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



CM Shri Kamal Nath addresses I.A.S. Meet at International Convention Centre (Minto Hall).



Tableau of Madhya Pradesh Tourism Board was awarded second prize at State level programme of Independence Day.



Tableau of Madhya Pradesh Tourism Board honoured with trophy and certificate in the form of second prize on Independence Day.



Madhya Pradesh Tourism has made a significant achievement recently. The Destination TVC of Madhya Pradesh Tourism has been honoured with Best International Promotion Film Award at a programme Fitur organized in Spain. The film was selected out of the total 58 films on different destinations. The MD Shri T. Illaya Raja of Tourism Corporation received the award.



Madhya Pradesh Tourism participates in World Travel Mart, London. Additional Managing Director Smt. Bhavna Valimbe and Deputy Director Marketing, Shri Yuvraj Padole of Tourism Board represent Madhya Pradesh Tourism.



▲ Various cultural programmes organized on the occasion of Adventure Next.



Many stalls were put up on the occasion of Madhya Pradesh Travel Mart.

Madhya Pradesh honored with Best Participant State joint runner up award on the occasion of Paryatan Parva.

Hindi Course in Hospitality sector

There was a provision to teach the available course of hospitality sector in English language in autonomous bodies under the National Council for Hotel Management and Catering Technology, Ministry of Tourism, Government of India. Owing to this there was a limited scope for youth dwelling in the rural and tribal belt of Madhya Pradesh to pursue professional education in Tourism sector. Due to lack of proper knowledge of English language, it was difficult for the youth to pursue studies despite their interest in this field and they were lagging behind in getting employment in this sector. Keeping this in view and in order to provide maximum employment opportunities to the youth of Madhya Pradesh, the National Council for Hotel Management and Catering Technology was repeatedly urged by the Madhya Pradesh Tourism to start the course in Hindi medium.

Important Achievement

After the tireless efforts of Madhya Pradesh Tourism, it was informed by the National Council for Hotel Management and Catering Technology, Ministry of Tourism, Government of India that approval has been granted in the 47th meeting of the Board of Directors of the NCHMCT to start Hindi course under the pilot project in 4 institutes of Madhya Pradesh i.e. State Institute of Hotel Management-Indore, Food Craft Institute-Rewa, Jabalpur and Khajuraho from the academic session 2019-20. It is a major achievement for

Madhya Pradesh. Under this, one and half year diploma in food production, one and half year diploma in house keeping operation and one year diploma in craft certificate course in food production have been included. The above mentioned institutes have been urged for their cooperation in developing the course, preparing question papers in Hindi and evaluation. This pilot programme has been started in Madhya Pradesh only. After the successful implementation of this pilot project, youth of other Hindi speaking states will also get an opportunity to pursue studies in Tourism sector in Hindi curriculum.



Bhopal: During the 'Paryatan Parva', a brochure was released at a programme focusing "Tourism and Women' Safety held at the World heritage site Sanchi. Deliberations on the subject 'Mahilaon ke Liye Surakshit Paryatan

Meaningful discussion on women' safety at Tourism Sites

Sthal' also took place during a programme organized by the Madhya Pradesh Tourism.

Smt. Aditi Singh, the Mrs. India Earth 2018 also graced the occasion. It was informed by the Director, Tourism Board, Dr. Manoj Singh that a programme focusing women' safety will be conducted by the Tourism Board in all the districts with cooperation of Women and Child Development Department. Various activities will be conducted at 30 main tourism places of the state under the programme.

Under the 'Paryatan Parva', various programmes were organized by the Tourism Board. In this series, a Food Festival was inaugurated in presence of Smt. Aditi Singh at a programme held at Lake View Hotel, Shyamla Hills, Bhopal.



Madhya Pradesh repeatedly honoured with 10 National Awards



Bhopal: Madhya Pradesh Tourism has been honoured once again with 10 national awards consecutively for two years. Madhya Pradesh Tourism bagged 10 awards announced by the Ministry of Tourism, Government of India in New Delhi.

On the occasion of the World Tourism Day, the Union Minister of State for Tourism (Independent Charge) Shri K.J. Alphonso presented these awards at a grand function held at Vigyan Bhavan in New Delhi.

The Principal Secretary, Tourism and Managing Director of Tourism Board, Shri Hari Ranjan Rao, Managing Director of Tourism Corporation, Shri T. Illaya Raja and Additional Managing Director of the Tourism Board Smt. Bhavna Valimbe and others were

present on the occasion.

It is to be highlighted that Madhya Pradesh was honoured with awards for publication of corporate brochure in foreign language German for Excellence in publishing in foreign language other than English, Best Heritage Walk-Indore City, Best Heritage City-City of Joy Mandu, Best Adventure State jointly with Uttarakhand, Coffee Table Book-Kanha Tiger Reserve under the Excellence in publishing in English Language, National Award in Sanitation-Indore, Best Civic Management-Omkareshwar, Best Wild Life Guide-Shri Radhika Prasad of Panna National Park, Best Airport-Devi Ahilya Bai Holkar Airport, Indore and Best Heritage Property-Devbagh, Gwalior.

Fifth Travel Mart in Bhopal

Madhya Pradesh's innovations in tourism sector is laudable



Madhya Pradesh. Consequently, Madhya Pradesh has been honoured with 10 national awards consecutively for two years. Among these, the Hall of Fame award is valid for the next three years. Adventure tourism is being promoted in the state.

The Chairperson of the Adventure Tour Operators, Captain Swadesh Kumar asserted that the adventure tourism should be focused as it is an important activity of coming times. Hence, adventure tourism should be promoted.

Bhopal: The fifth chapter of the Madhya Pradesh Tourism mart was inaugurated recently in the premises of the Hotel Lakeview . The Minister for Tourism of Bihar, Shri Pramod Kumar, Principal Secretary, Tourism, Government of Madhya Pradesh, Shri Hari Ranjan Rao, Chairperson of ATOI, Captain Swadesh Kumar, President of Domestic Travels, Shri P.P. Khanna, Managing Director of Tourism Corporation Shri T. Illaya Raja were present on the occasion.

As many as 75 buyers from abroad, 125 buyers from various states of the country and delegates from the tour, travelers, hotel, hospitality sector took part in the tourism mart. Business to Business (B-to-B) deliberations took place, after the formal inauguration of the mart.

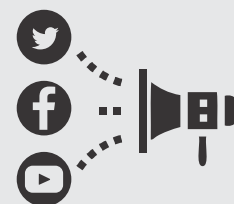
The Principal Secretary of the Tourism and Tourism Board, Shri Hari Ranjan Rao expressed hope that useful discussions related to tourism will take place in the mart. Shri Rao informed that a separate Tourism Cabinet has been made in the state, Jal Mahotsav Hanuwantiya, City Walk Festival and Students' Tourism Quiz have been organized and several other innovations have been conducted in

Praising the Madhya Pradesh Tourism Mart including Kerala, Shri P.P. Khanna emphasized on a need for organising Domestic Tourism Mart. He said that there is a need to enhance Domestic Tourism more in the country.

On this occasion, guests also saw the exhibition. Captivating stalls of Tourism Corporations of Gujarat, Bihar, Kerala, Tripura, Manipur including Madhya Pradesh and other states besides Asian Adventure, Indo Asia Tour, India Tourism, Prestigious Hotels and Hospitality Group and organizations linked with Tour and Tourism sector were displayed at the exhibition.



Minister Shri Baghel reviews departmental activities



Bhopal Minister for Tourism and Narmada Valley Development Shri Surendra Singh Baghel reviewed activities being carried out through digital marketing and social media platforms for wide publicity by the Madhya Pradesh Tourism. Shri Baghel hoped that activities should be carried out keeping in view competition, new vision and profitable business in tourism sector.

It was informed through presentation that publicity of Madhya Pradesh Tourism is also being conducted at global level. Facebook, WhatsApp, Twitter, Instagram and videos are being utilized thoroughly in this connection. There are over 11 lakh 49 followers on facebook and over 51 thousand 686 on

instagram. The 'M.P. In My Bucket List' contest of Madhya Pradesh Tourism has also received good response from the people. T.V.Cs of Madhya Pradesh Tourism have become most popular and have been conferred with awards.

Principal Secretary Tourism Shri Hari ranjan Rao, Managing Director of Tourism Corporation Shri T.Illaya Raja, Additional Managing Director of Tourism Board Smt. Bhavna Valimbe and other officers were present at the meeting. A presentation on Digital Marketing was given by Crayons. Deliberations on programme to be organized on Narmada Jayanti in Maheshwar were also made during the meeting.

BBA Course in 3 subjects of Tourism introduced

Board has started B.B.A. Course in three different subjects recently. Now interested students can choose subjects like hospitality, tourism and hotel management along with B.B.A.

A campaign has been started by the Tourism Board to apprise students about this information. Online and offline registration of students are being made during the campaign. Students are required to appear in entrance examination for this. Apart from questions on the prescribed subjects, questions related to tourism will also be asked in the entrance examination. The entrance examination will be held in Rajgarh, Raisen, Hoshangabad, Betul, Sehore and Vidisha.

Bhopal : In order to promote studies in tourism sector, the Madhya Pradesh Institute of Hospitality, Travel and Tourism Studies being run by the Madhya Pradesh Tourism

Facilities should be developed for children in tourist destinations

Tourism Minister Shri Baghel reviews departmental works



Bhopal Tourism and Narmada Valley Development Minister Shri Surendra Singh Baghel said that to develop tourism as a profitable business, work from a professional perspective. Referring to manifesto he said that immediate implementation of its points should be ensured. Shri Baghel was reviewing the Tourism Department in the Paryatan Bhavan recently. Shri Baghel said that our work culture should be such that it becomes exemplary for others. Laying emphasis on professional

efficiency he said that the facilities should be developed at tourist spots keeping in mind small children.

Tourism Minister Shri Baghel said that result-oriented work should be done as per Chief Minister Kamal Nath's expectations. There is a wide scope for employment and investment in tourism sector. Shri Baghel also reviewed the work, activities, schemes and projects of Madhya Pradesh Tourism Board and Tourism Corporation.

Guest Speaks

Hotel Shipra Residency, Ujjain

Excellent arrangements by MPTC during my visit today to Ujjain. My heart felt congratulations and best wishes to all the officers and staff of MPTC.

S.R. Mohanty, Chief Seceretary, Madhya Pradesh

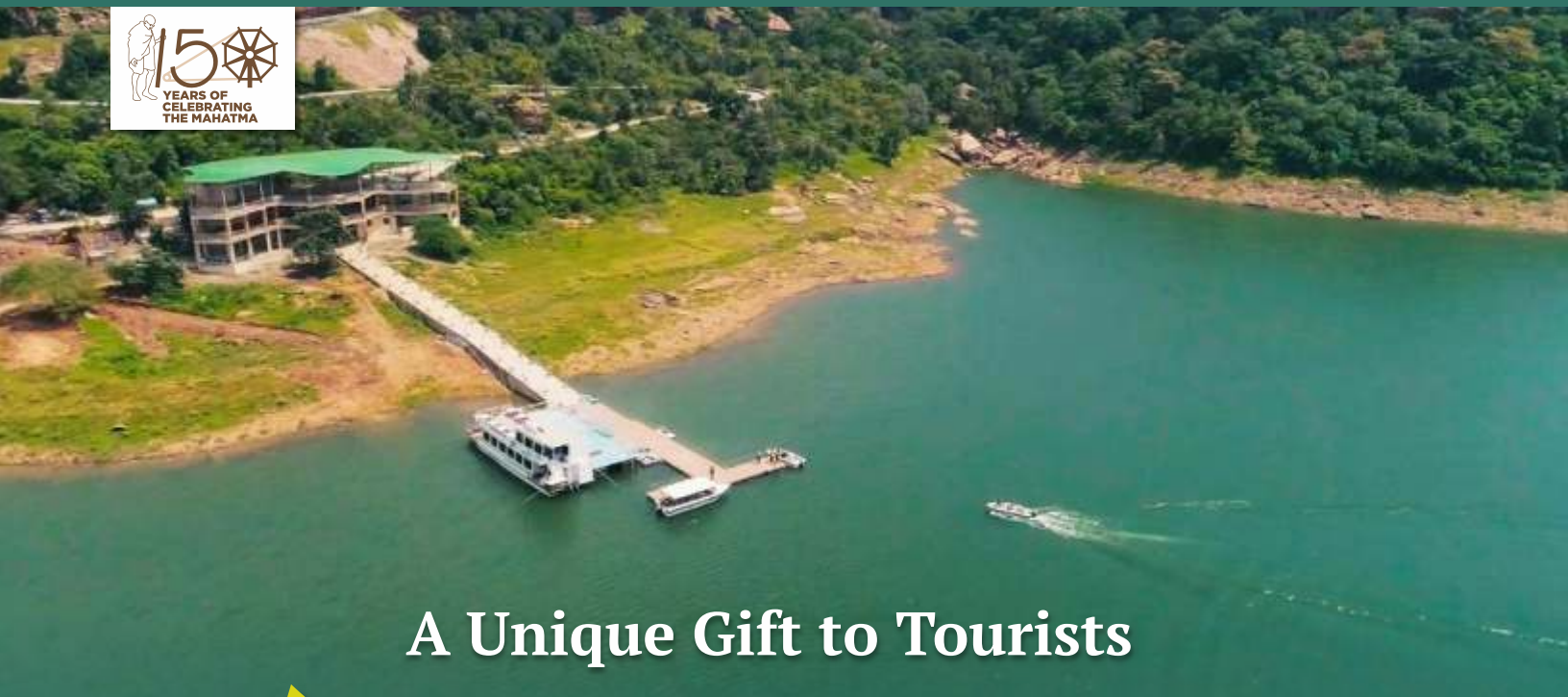
ADVENTURE AND CAMPING POLICY

Principal Secretary Tourism Shri Hari ranjan Rao said during the presentation that in the tourism sector, 78 jobs are created on an investment of Rs 10 lakh, which is more than other areas. In view of this, efforts are on to increase investment in the tourism sector. An 'Adventure and Camping Policy' has been prepared in the state. The specialty of Madhya Pradesh Tourism is being promoted globally for which digital marketing, social media platforms are being used.

Global participation is being ensured at International Travels Mart and National Travels Mart. Proper information is available on the internet about Madhya Pradesh Tourism. Brochures have been published in foreign languages. The emphasis is on destination based promotion. Work on Wild Life, Buddhist, Heritage, Eco Circuit in Government of India's Swadesh Darshan Yojana and 'Prasad' scheme in Omkareshwar is being implemented. 22 waterbodies areas have been notified for Water-Tourism. More than 22 thousand students from 7,359 schools took part in Tourism Quiz.

Minister Shri Baghel apprised himself with the Online Hotel Booking System and Feedback process. He also held discussion on making District Tourism Promotion Council (D.T.P.C.) more active.

Principal Secretary Tourism Shri Hari ranjan Rao, Managing Director Tourism Corporation Shri T. Illaya Raja and Additional Managing Director Smt. Bhavna Valimbe besides officials of Tourism Board and Tourism Corporation were present.



A Unique Gift to Tourists

Hinglaj Resort



Hinglaj Resort developed near Gandhi Sagar Dam of Mandsaur district: A panoramic scene.

Bhopal: A new Hinglaj Resort has been developed for the tourists near the Gandhisagar dam in Madhsaur district adjoining Rajsthan. This is a unique bonanza for the tourists as part of the efforts to promote water tourism, eco-tourism and adventure tourism in Madhya Pradesh. It was formally dedicated to people recently.

The Hinglaj Resort offers various facilities including Boat Club, Food Plaza, Cruise, Motor Boat, Water Scooter etc. The Resort has 22 eco-friendly rooms, a restaurant with 50 seats, a conference hall with a capacity of 60 people, a 40-seat amphitheater and parking arrangements. A sum of Rs. 41 crore has been spent on the Resort. Under Swadesh Darshan Yojana the Union Ministry of Tourism has sanctioned Rs. 33.52 crore and state government Rs. 7.44 crore for development of eco-tourism.

Besides, at Malasari Island nearby along with tourism facility centre basic tourist facilities floating jetty, cafeteria, , campaign site, boat club, pathway are also being developed. On completion are these works private investors will be invited to tourism sector and provided land and other facilities for carrying out tourism activities. This will supplement the incomes of the local people and new job opportunities will be created in Mandsaur district.

A Nature Trail and Watch Tower are also being developed in the forest area to help tourists experience new thrill. This will offer jobs to local naturalists and other people. Facilities for children have been taken care of at the Hinglaj Resort. There will be fun-n-frolic galore for them.

India third in World Tourism ranking

Bhopal Literature and Craft Festival



Bhopal : Union Minister of State for Tourism Shri Alfons Kannanthanam inaugurated the Bhopal Literature and Craft Festival along with State Culture Minister Dr. Vijaylaxmi Sadho at Bharat Bhawan recently. He said that with the abundant natural beauty, cultural diversity and efforts made, India has reached the third position after China and America in world tourism. Bhopal is a very beautiful city. Shri Kannanthanam said that the lake will be developed in accordance with the high standards of tourism without harming its beauty.

Shri Kannanthanam and Dr. Sadho honoured well-known writer Smt. Namita Gokhale with the Sushila Devi Award on the occasion. The Ministers duo also released Shri Bittu Sehgal's book Bandhavgarh Inheritance and Wild Madhya Pradesh. They inaugurated the exhibition of paintings of internationally renowned folk painter Shri Bhajju Shyam and saw each one of his paintings and appreciated them. Nearly 70 prestigious litterateurs

and artists from all over the country and the world took part in the 3-day festival.

Culture Minister Dr. Sadho said that the former Prime Minister Late Smt. Indira Gandhi had got Bharat Bhawan built to make Bhopal a cultural capital. In other states like Gujarat, Punjab, Bengal etc. there is only one culture, but Madhya Pradesh is a bouquet of different cultures. She said that the state will be developed while protecting the cultures of Bundelkhand, Bagheland, Nimad, Malwa etc.

Chairman Shri Raghav Chandra said that this event is being organized on the occasion of 150th birth anniversary of Mahatma Gandhi. International art collector Mr. John Bowles, Chief Executive Officer of NITI Ayog Shri Amitabh Kant, RERA Chairman Shri Antony de Sa, Culture Secretary Smt. Renu Tiwari, Shri Santosh Choubey, Shri Abhilash Khandekar and dignitaries of the state and the country were present on the occasion. Secretary of the Institute Smt. Meera Das proposed vote of thanks.



MADHYA PRADESH TOURISM BOARD

www.mptourism.com

✉ info@mptourism.com

Tourist Helpline No.
1800 233 7777



Published by : Madhya Pradesh Tourism Board