



From the Heart

A Quarterly Newsletter of
M.P. State Tourism
Development Corporation Ltd.
(July 1, 2012)



Madhya Pradesh Tourism celebrated its 34th foundation day on 24th May, 2012. No doubt, the past years have been one of achievement, attainment and accomplishment. The Corporation today has grown into a full

fledged organization

channelizing the resources towards development of tourism in the State. Not only has M.P. State Tourism Development Corporation become a synonym of progress in the tourism sector, it has also become a platform to share dreams and profits with the private players as well. MPT is capitalizing upon the rich assets of the State, be it, the heritage sector, or wildlife or pilgrim centres or leisure destinations. We have put a dynamic mechanism in place to encourage investors in tourism related projects, which is really giving a shape to the State in the National and International spheres.

As you know, MPT is nodal agency to develop the tourism infrastructure in the State. Today, the Corporation owns 64 hotels across the State besides a number of way-side amenities, intra air services, cruises, caravan and a fleet of transport. A lot more innovations in the coming days will be there.

Trend of earning national accolades had always made the State proud in the past few years and MPT was honoured to have won **four National Awards for the year 2010-11** in tourism sector, viz, Best State; Best Tourism Promotional Publicity Material; Best Film on Tourism and Best Civic Management- Mandu.

MPT is the first State to provide **intra -state air connectivity**. This has connected places like Bhopal, Jabalpur, Gwalior, Indore, Khajuraho etc

to the benefit of tourists and commercial travellers. MPT is also first Tourism Corporation of the country to promote **Caravan Tourism**. This innovative vehicle is proving to be a big success amongst the tourists and is also open for the private investors as per the PPP model.

The Corporation is keen to develop **adventure tourism** in the State besides water sports in the main water bodies of the State like Tawa, Gandhi Sagar, Bargi and Ban Sagar.

The Corporation is promoting **film tourism** in a big way . Since the past two years MP has become a choice of the Bollywood producers for film shooting with movies like *Peepli Live, Raajneeti, Aarakshan* being shot in the State. As a part of its aggressive promotion mission, road shows are held in various parts of the country time and again, promoting choicest destinations duly apt for film locations.

As part of the future strategy, there is a grand plan to develop **way side amenities** across the state. 268 spots have been identified for the purpose. In its endeavour to encourage public-private investment, 455 hectares of land is available for the private investors through the **Land Bank policy**. The

Corporation has identified a number of **heritage properties** to invite investors to develop them into hotels and resorts. To showcase its tourism assets to the foreign tourists, Madhya Pradesh Tourism is participating in foreign travel marts also and advertisement campaigns are being done in international magazines.

To find what you seek in the road of life, it is truly said : "Leave no stone unturned."

From The MD's Desk

Pankaj Rag

July 1, 2012

Madhya Pradesh Tourism Day

MP Tourism turned 34 on 24th May 2012. A glittering function was held in Ravindra Bhavan and Palash Residency, Bhopal. A seminar on - 'Madhya Pradesh Tourism - The Road Ahead' emphasized the prospects of tourism development in the State. Eminent personalities from the tourism industry graced the occasion. A photography exhibition showcasing various tourist destinations of the State and a food festival with regional cuisines was also held during the occasion which drew a large number of crowd.



In the evening, famous *ghazal* singer Talat Aziz rendered soulful *ghazals* in the open-air theatre of Ravindra Bhavan, holding the audience spellbound until midnight. The over-whelmed crowd made the singer sing their favourite numbers.

Click **Madhya Pradesh** - To mark the 'MPT Day', a photography exhibition was held for which the topic was 'Madhya Pradesh'. The event received an overwhelming response from across the country.



From a wide array of the photographs received, the photograph of Bhedaghat by Mr. Gurudas Dua was chosen for the first prize, while the snapshots of Mandu and Bhagoria festival were judged second and third respectively. Eminent and renowned photographers of Bhopal were in the judges panel.

Fish with Mango Sauce
Ambada Murgh Curry
Amba Kadhai Paneer
Mango Jackfruit Kofta

Come, a never before opportunity awaits you at Palash Residency, Bhopal

While you enjoy the feast at the, 'Mango Festival', from 7pm to 11pm on 19th, 20th, 21st May, 2012 the musicians and folk dancers will lure you to their kingdom.

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Mango Fiesta

A Mango Festival was celebrated at Palash Residency during 19th to 21st May, 2012. The festival served innovative mango dishes like *aam achari gosht*, *amba kadao paneer*, mango-jackfruit *kofta*, mango *petha*, mango *pulao* etc.

A cultural programme of folk dance from the Malwa Region was also a major highlight at the festival.

MPT's pugmarks in Malaysia

MPT showcased its tourism assets in Malaysia International Tourism Exchange during 31 May - 3 June, 2012. The pavilion of MPT received tremendous response from the public and travel agents who were mesmerized by the diversity of the products and the potential which the State holds. The MPT delegation was headed by Minister for Tourism for State, Mr. Tukoji Rao Puar, General Manager, Mr. R.P. Chauhan and Tourist Officer Mr. Nitin Katare.





Madhya Pradesh bags prestigious 'Lonely Planet Award' this year

Renowned International Travel Media, 'Lonely Planet' has conferred the award of 'Best Wildlife Destination' to 'Madhya Pradesh'. The award was collected by the Managing Director, Mr. Pankaj Rag and Chief General Manager Mr. O.V. Choudhary at a glittering ceremony on 3rd May, 2012 at the Trident in Mumbai. The adventurers and wildlife lovers will now have another reason to venture to Madhya Pradesh and will definitely carry with them fond memories to cherish for a long time.

M.P. A to Z in the Pocket

MPT has added one more booklet, 'A to Z Tourist Guide' in its publicity material bouquet. This book is a compilation of all tourist destinations and is available in English and Hindi language. So, whenever you visit Madhya Pradesh next time, do take this book along. It also contains information about M.P. Tourism's hotels and offices alongwith the facilities available.



MPT sails to Switzerland

MPT is all set to capture the overseas market through participation in various international travel marts. MUBA Fair was held in Basel, Switzerland during 13-22 April, 2012 and MPT's pavilion stole the show. The visitors were awestruck to find 'Madhya Pradesh' a treasure house with innumerable tourist assets.

Prakash Jha - high praises for M.P.

No doubt, Madhya Pradesh is the favourite State of renowned film director Prakash Jha when it comes to films. While shooting his upcoming film in MP, Mr Jha was full of praises for the beauty of the State and services of Madhya Pradesh Tourism. He strongly supports the fact that MP has immense potential of being developed into a full fledged film destination with its natural assets, good weather and co-operative people. He specially likes Pachmarhi for its landscapes.

As MPT looks forward to develop Madhya Pradesh as a film tourism destination, the appreciation of Mr. Jha inspires to pioneer various projects.





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

As a part of its marketing initiative to harness the domestic market, MPT made its remarkable presence in the Great Indian Travel Bazaar held during 15th-17th April, 2012 at Jaipur. The pavilion was dressed in a jungle theme. With a tiger approaching from the midst of the jungle on the backdrop and monkeys, creepers, birds, tall dry jungle grasses all around, truly the stage attracted the visitors and travel operators were made aware of the strengths of the Tiger State of the country.

Guest speak



The heart of
Incredible India

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