

MADHYA PRADESH TOURISM NEWSLETTER

Quarterly Newsletter of Madhya Pradesh Tourism Board

July-August 2017

First Meeting of Tourism Board held

GLOBAL SKILL SUMMIT-2017

Significant discussion in session on 'Tourism-Skill Development and Employment Opportunities'



Bhopal: Important and fruitful discussion was held in the session on 'Tourism- Skill Development and Employment Opportunities' in Global Skill and Employment Summit. Specially, Chief Minister Shri Shivraj Singh Chouhan suddenly reached in the session and took part in it as a participant.

Chairman of state tourism development corporation

Shri Tapan Bhaumik said in the session that constant efforts are being made to promote jobs in tourism sector in Madhya Pradesh.

Bhopal: First meeting of Madhya Pradesh Tourism Board was held under the Chairmanship of the Chief Minister Shri Shivraj Singh Chouhan. CM Shri Chouhan became the Chairman of the Tourism Board.

Managing Director of the Board has been authorized for works like bank account opening, digital signature, to prepare recruitment rules, establishment of board's office etc. in the meeting. Board will comprise 8 members.

Chief Secretary Shri B.P. Singh, Additional Chief Secretary Forest Shri Deepak Khandekar, Principal Secretary Culture Shri Manoj Shrivastava, Principal Secretary Urban Development Shri Malay

Shrivastava, Principal Secretary to CM Shri Ashok Barnval, Secretary to CM Shri Hari Ranjan Rao and Other Officers were present in the meeting.



**Chief Minister
Shri Chouhan
Participates
in the session**

Contd. on Page 3



From The MDs Desk ▶▶▶



The main functions of the newly Madhya Pradesh Tourism Development Board include discharging all the responsibilities assigned to it under Tourism Policy-2016, attracting private investment in tourism sector, investors facilitation, offering grants and facilities to the investors in accordance with the policy and envisaging new policies to woo investors and implementing and monitoring then, continuously increasing the land bank by selecting suitable sites for promoting establishment of tourism projects with private investment, drawing up action plans for development of tourism related places like archaeological sites, wildlife centre's, caves with natural beauty, parks, water areas and other recreational places and to take measures for their proper maintenance, besides participating in different national and international events to invite and encourage private investors, promoting village tourism through fairs and festivals, local cuisine, culture, costumes, handicrafts, putting in place necessary arrangements for eco tourism etc.

Activities like running tourism promotion council, preparing plans, organizing trainings, eco tourism and adventure, constructive publicity, marketing, fairs and festivals and information technology related works will also be carried out by the Board. Madhya Pradesh State Tourism Development Corporation would continue to manage hotels, restaurants, Boat Clubs and transport fleet like before.



The main functions of the newly Madhya Pradesh Tourism Development Board include discharging all the responsibilities assigned to it under Tourism Policy-2016, attracting private investment in tourism sector, investors facilitation, offering grants and facilities to the investors in accordance with the policy and envisaging new policies to woo investors and implementing and monitoring then, continuously increasing the land bank by selecting suitable sites for promoting establishment of tourism projects with private investment, drawing up action plans for development of tourism related places like archaeological sites, wildlife centre's, caves with natural beauty, parks, water areas and other recreational places and to take measures for their proper maintenance, besides, participating in different national and international events to invite and encourage private investors, promoting village tourism through fairs and festivals, local cuisine, culture, costumes, handicrafts, putting in place necessary arrangements for eco tourism etc.

Activities like running tourism promotion council, preparing plans, organizing trainings, eco tourism and adventure, constructive publicity, marketing, fairs and festivals and information technology related works will also be carried out by the Board. Madhya Pradesh State Tourism Development Corporation would continue to manage hotels, restaurants, Boat Clubs and transport fleet like before. Implementation of a very significant decision of the state government to further promote tourism in Madhya Pradesh has begun with the constitution of the Madhya Pradesh Tourism Board on April 10 last. This decision was taken at a meeting of the Tourism Cabinet held at Pachmarhi. The Board has already started functioning towards realizing the objects set for it. It is expected that the Board would help promote tourism in the state in a more focused manner and have the way for early execution of the decisions taken at the Tourism Cabinet.

Obviously, it is Madhya Pradesh Tourism Development Corporation that would be the direct and end beneficiary of the Board. The Board would rather help the Corporation compete with private sector and meet out the ever emerging challenges in Hotels and Hospitality sectors more competently and efficiently by paying greater attention to its hotels, Boat Clubs and the transport fleet. The Corporation braced up for a healthy competition to stay on in the market.

In fact, the Tourism Board is going to emerge as a very creative and constructive body to further establish Madhya Pradesh tourism as a still better brand at national and international level by discharging its responsibilities and assignments with at most sincerity and competence. It would serve as a most effective forum to facilitate private investment under new liberal and investor-friendly policy of the state government by attracting private players, highlighting the advantages and plus points of investing in Madhya Pradesh. It will, especially, highlight the unmatched tourist destinations and heritages in the state. The Board plans constituting a creative team comprising subject experts that will give quicker results in consonance with state government's policies and intentions.

Earlier, we have underlined from time to time that tourism is all about relaxing and unwinding. Hanuwantiya, Sailani, Parsuli, Pachmarhi, Mandu and other places have emerged as ideal tourism destinations to spend leisurely weekends and vacations with near and dear ones.

Greetings and congratulations for a new beginning towards further boosting tourism with the constitution of the Tourism Board.

(Hari Ranjan Rao)
Managing Director



There are huge prospects in tourism sector in the state. Arrangements have been made for different trainings in water tourism, hotel management, railway coolie, auto driver, tourism police and home-stay scheme. Training has been provided for jobs in tourism sector to 23,700 persons. Around 68 percent of them have got jobs in tourism sector and remaining in private sector. Investment-friendly tourism policy has been implemented in the state. New beginning has been made in water tourism. This year, Jal Mahotsava will be for 80 days in Hanuwantia. Shri Bhowmik expressed hope that useful discussion in this session will further help in expanding tourism sector.

Then the Additional Managing Director of the corporation Sushri Tanvi Sundriyal, in the presentation on 'Tourism Scenario in Madhya Pradesh', informed that there is prospect of 13 percent growth for jobs in tourism sector. At present, tourists and people have got interest in online bookings. There are good investment prospects in tourism. She outlined hotel, hospitality, restaurant, tour and travel and vision-2020 targets and strategy to achieve them. She informed that MBA in tourism will be a subject in national institute to be opened in the state.

Chairman of Mahindra Holidays and Resort India Shri Arun K. Nanda informed that domestic tourists generally prefer nearby tourist places to visit. Tourist places in Madhya Pradesh are best for this. He said that there are huge possibilities for employment in tourism sector. Good news is coming in international tourism also. State's ancient tradition of 'Atithi Devo Bhava' and mannerism here are sufficient to attract tourists. Shri Nanda underlined a need to establish coordination in training programme through RPL.

Vice chairman of Indian Association of Tour Operator Shri Rajiv Mehra said that tourism plays important role

in country's economics. There is ten percent contribution through jobs in tourism. He said that travel tourism also has good prospects. Describing tourism as area of hard working, Shri Mehra exhorted youths to join this sector.

President of Hotel and Restaurant Association of Western India Shri Sumit Suri said that good investors will come here because of investment-friendly environments in Madhya Pradesh. Good prospects and opportunities have been developed by State Government for employment. What is needed is that these opportunities should be cashed in. Shri Suri said that everybody needs good manpower and they are ready to provide on job training. He said that hotel industry is one area where persons with lower education level have job opportunities.

Consultant CEO of Federation of Association in India Tourism and Hospitality Shri Ashish Gupta expressed need to publicise more uniqueness specialty and features of tourism in Madhya Pradesh in his presentation. He said that tourism sector needs multi skill talent. Shri Gupta discussed Paytm, google travel, facebook, expedia ect. platforms and emphasized on their uses.

Discussing specialties of tourism in the state, Secretary of Tourism and MD of MPSTDC Shri Hari Ranjan Rao said that new areas like water tourism, home stay and way side amenities have been provided. Shri Rao said that cooks of Baghelkhand, specially from Rewa are known in the country. Cooks of this region are working across the country.

Shri Rao presented the subject in the beginning. Dr PP Singh and Shri OV Chaudhary welcomed the guests and presented tourism signature stall to them. Participants' queries were answered in the question-answer session.

The Panchayat Raj Ministers from different states enjoyed a cruise ride in the Upper Lake at Bhopal and had the lunch on the cruise. They were bowled by the fascinating beauty of the Lake.

Madhya Pradesh Minister for Panchayat and Rural Development Shri Gopal Bhargava, Union Minister of state for Panchayat Raj and Rural Development Shri Purshottam Bhai Rupala, Panchayat Raj Ministers Shri Jupali Krishna Rao (Telangana), Shri Rajendra Rathore (Rajasthan), Shri Omprakash Dhankar (Haryana), Shri Nara Lokesh (Andhra Pradesh), Shri Alo Libanga (Arunachal Pradesh), Shri Naba Kumar Doli (Assam), Shri Jayanti Bhai R Kewadiya (Gujarat), Shri Bhupendra Singh Chaudhary (Uttar Pradesh), Shri Ajay Chandrakar (Chhattisgarh) were present at the occasion.



Courtesy : Dainik Jagran



Ashoknagar: Cultured programme was held during Chanderi Mahotsav.



Resort and tourism centre at Parsili in Sidhi District.

Bhopal : the officers and managers were imparted training on GST by M.P. Tourism



An Unmatched leisure Destination

Sailani



Bhopal: Yet another water-tourism spot has taken shape at Sailani, a spot near the famous religious tourist spot Omkareshwar in Madhya Pradesh. Facilities including boat club, cruise, Jalpari, motor boat and water sports would be made available at this water-tourist centre constructed on the lines of Water Tourism Complex developed at Hanuvantia in Khandwa district. This centre will provide people a peaceful spot full of water that will give them a chance to enjoy water sports activities and spend some time in tranquility in a far-flung area away from the hustle bustle of the city.



Madhya Pradesh State Tourism Development Corporation has given shape to this tourism centre after preparing a plan to develop it. Sailani is enveloped from all sides with water like an island. The Omkareshwar dam project is nearby. With the project nearby, the water in this area neither increases even in rainy season nor decreases after rains. This island is situated in such a manner that from all sides it is on a slope and there are many rare species of trees here including Kastar, Kadakuda, Mohini, Biyalkadi, Dahi-Kadi, Dhavda and Sagoun. The confluence of Choti Kaveri and Narmada is also nearby.

The State Tourism Development Corporation has constructed a well-equipped cottage, pathway to go to the cottage on the first floor, campfire, main entrance gate, reception, restaurant, boat-club, conference hall, natural trail, bird watching and watch tower etc. There

are 22 cottages in four separate blocks and well-equipped suites. There will be a mini garden near each cottage. The cottage has been designed in such a way that one can sit here and watch the clear water from a distance. Sitting in the balcony, the tourists can watch the rare species of

birds, water and dense jungle. Mainly deer, wild boar, leopard and other wild animals roam around this area of the jungle. Sagoun wood has been used to construct the cottage. Landscaping work has been done in the premises and sandstone has been used on the floor.

Sailani Jungle Resort

Minister of State Shri Patwa and Chairman of the Corporation Shri Bhoomik inaugurated Sailani Tapu Jungle Resort developed near Omkareshwar with remote. It may be mentioned that another water tourism site has taken a shape in Sailani near Omkareshwar. Facilities like boat club, cruise, jalpari, motor boat and water sports etc. will be provided beside lodging and boarding facilities for tourists at this water tourism centre. Incharge Managing Director Smt. Pallavi Jain Govil informed about the activities of the corporation. Then the Additional Managing Director Sushri Tanvi Sundriyal proposed a vote of thanks.

Best Holiday Award to Raneh Waterfall



Bhopal : Raneh Waterfall near Khajuraho in Madhya Pradesh has been given the Best Holiday Award -2017 as the country's most favourite waterfall. The award was given to Madhya Pradesh State Tourism Development Corporation by the country's well-known Travel and Information Portal Holiday IQ at a ceremony in New Delhi recently.

Minister of State (Independent Charge) at the Prime Minister's Office Dr. Jitendra Singh, Founder and Chairman of Mahindra Holiday Homes and Resort India Shri Arun Nanda, Facebook India and South Asia MD Shri Umang Bedi and Make My Trip Chairman Shri Deep Kalra besides Tourism, Hospitality, Travel representatives were present at the Award ceremony organized at Taj Mahal Hotel in New Delhi.

Raneh-Waterfall

Raneh-Waterfall is situated hardly 20 kms away from world famous heritage spot Khajuraho. While the temples of Khajuraho where there are amazing examples of man-made crafts, the multi-coloured and layered pure crystal granite, lime-stone, conglomerate, basalt and dolomite mountains leave the tourists open-

mouthed. This is perhaps the reason why one can find foreign tourists compare the Raneh-Fall with North America's famous Canyon. Tourists from the all over the country and abroad come here every year to enjoy this spectacular natural beauty.

The beauty of Raneh waterfalls is a treat to the eye in the rainy season. The number of tourists to the spot increases in rainy season. A little further from here is the Panna Tiger Reserve.

Raneh Fall which is situated in the proximity of Panna Tiger Reserve is also known as the country's Grand Canyon. The beautiful Raneh-fall begins where Ken river merges with Yamuna. Ken river water falls have created the Canyon with the 5 km-long and 98 feet deep Bunelkhand Granite and Vindhyan layered mountains. The beauty of the rays of the setting sun falling on the huge pink, red, gray and green coloured mountains and the greenish blue water takes the tourist to some other world. The Ken Crocodile Sanctuary is also nearby. Crocodiles and alligators can be seen basking in the sun on the banks of Ken river. Wild animals including deer, Nilgai Sambhar, Chital and several colourful birds attract the tourists.





Madhya Pradesh Tourism Honoured with Best Wild Life Destination Award

Bhopal: Madhya Pradesh was honoured with Best Wild Life Destination Award by the Lonely Planet Magazine at Mumbai recently. The award was received by General Manager marketing and Event Shri Yuvraj Padole on behalf of the Madhya Pradesh Tourism. This award is considered as the most prestigious award in Indian Tourism industry.

KANHA RESORT

Dear Sir,

From the 24th to 27th of May '17, as part of a group of 25, stayed at your Kanha property. I am happy to put on record our wonderful experience. Mr. Bhagel, resort in charge was very attentive to all needs. Check in and checkout was efficient. The ambience, maintenance and housekeeping is very good. The staff is professional, courteous and helpful. The food, especially the non-veg was very good. Way back in December, 2007, MPTDC had organized travel for a friend and self. We are based in Mumbai and as advised, got off the train at Katni (three stops after Jabalpur). We stayed at the MPTDC properties in Bandhavgar, Kanha and Jabalpur. The same vehicle and driver was with us right from Katni to Jabalpur stations. At that time itself I was VERY impressed by MPTDC and subsequently, spoke highly of your organization to quite a few friends. I am happy to state that MPTDC has continued to maintain a HIGH standard.

Regards and ALL THE BEST in your undertaking.
Anderson

MARRIAGE ON LAKE PRINCESS

Dear Sir,

We performed the wedding rituals of our son Apoorv onboard Lake Princess on 13 Jun during day time. It is an ancient belief that any ritual performed in water is most holy and sacred. It was an unparalleled and unique experience for all of us and a grand event.

Guest Speaks

I have the honor to bring to your attention that the event was organized by the Boat Club in most professional manner. Each and every action was well planned and executed exemplary, and to the perfection.

Mr. Anil Kurup worked extremely hard to see to that nothing goes wrong. He planned every action well in advance and was present all the time to monitor the staff and the preparations to the minutest details. The wedding was attended by many distinguished personalities including the former Justice of the Hon. Mumbai High Court, Hon. Minister for Women and Child Welfare, M.P. and many distinguished guests, including foreigners. All of them appreciated the idea of ceremonising in the cruise and flawless organizing of the all activities. The dedicated involvement of the entire staff and Skipper Lt. Mishra who took it as it was the marriage of their own kin, indeed wonderful and unheard of in any Government Sector.

The food was top class and well served. Media was overwhelmed by the support provided for shooting and photography as well as the way entire event was planned and conducted. We look forward to conduct more events onboard. We have shared our feeling and this event in Social Media and the response is overwhelming. I thank you once again as any outcome in any organization is always the vision and leadership quality of the man at helm.

With regards

Dr V K Shukla

Former Member (full time)

M P Private University Regulatory Commission

अह! जिंदगी

अबुझ पहेली जैसी दुनिया

अबुझ पहेली जैसी दुनिया... एक अद्वितीय पर्यटन स्थल...

गर्मियों में पचमढ़ी क्यों बन जाती है खास!

गर्मियों में पचमढ़ी क्यों बन जाती है खास!... एक सुन्दर पर्यटन स्थल...

मध्यप्रदेश

पर्यटन निगम के कार्यालयों परामर्श को जारी रखा

पर्यटन निगम के कार्यालयों परामर्श को जारी रखा... मध्यप्रदेश पर्यटन निगम...

पर्यटन अधिकारियों को दिया जीएसटी का प्रशिक्षण

रिवाजेंसिस

पर्यटन अधिकारियों को दिया जीएसटी का प्रशिक्षण... रिवाजेंसिस...

Business Standard

MUMBAI | THURSDAY, 1 JUNE 2017

Another Water-Tourism Spot taking shape in Sailani

Another Water-Tourism Spot taking shape in Sailani... SELANI PAPU WATER RESORT...

MP is best wildlife destination

MP is best wildlife destination... Madhya Pradesh was honored with Best Wildlife Destination award...

The Pioneer

Another water-tourism spot takes wings

Another water-tourism spot takes wings... A new water-tourism spot is being developed in Sailani...

Yet another water-tourism spot has taken shape at Sailani, a spot near the famous religious tourist spot Omkareshwar in Madhya Pradesh. Facilities including boat club, cruise, Jalpari, motor boat and water sports would be made available at this water-tourist centre constructed on the lines of Water Tourism Complex developed at Hanuwantia in Khandwa district. This centre will provide people a peaceful spot full of water that will give them a chance to enjoy water sports activities and spend some time in tranquility in a far-flung area away from the hustle bustle of the city.

Business Standard

BHOPAL (PRINTED IN BHOPAL) | TUESDAY, 30 MAR 2017

Madhya Pradesh State Tourism news

The Raneh waterfall near Khajuraho in Madhya Pradesh has been awarded the Best Holiday Award for 2017. The award was presented to Madhya Pradesh State Tourism Development Corporation by the country's well-known Travel and Information Portal Holiday IQ at a ceremony in New Delhi a few days back. Raneh waterfall is situated about 20 km away from world famous heritage site Khajuraho. According to one of the MPT officials, tourists from all over the country and abroad come here every year to enjoy the natural beauty of Raneh. They often compare it with famous Canyon of north America. The function was organized in the Taj mahal Hotel New Delhi. Minister of state for Tourism...

ठाया इंडिया

ग्लोबल स्किल समित: पर्यटन क्षेत्र में रोजगार की संभावनाएं

ग्लोबल स्किल समित: पर्यटन क्षेत्र में रोजगार की संभावनाएं... A meeting was held to discuss the potential of the tourism sector...

24 MAY 2017

सैलानी टापू के रूप में मप्र में नया जल पर्यटन स्थल तैयार

सैलानी टापू के रूप में मप्र में नया जल पर्यटन स्थल तैयार... नया जल पर्यटन स्थल तैयार...

THE TIMES OF INDIA, BHOPAL

WEDNESDAY, JUNE 14, 2017

CM is chairman of Tourism Board

Bhopal: The first meeting of Madhya Pradesh Tourism Board was held under the chairmanship of the chief minister Shri. Shivraj Singh Chouhan on Tuesday. Chouhan became chairman of the board. Managing director of the board has been... like bank account opening, digital recruitment rules, establishment of the meet. Board will comprise Chief secretary BP Singh, additional forest Deepak Khandekar, private Marioj Shrivastava and others...

पर्यटन निगम के कार्यालयों परामर्श को जारी रखा

पर्यटन निगम के कार्यालयों परामर्श को जारी रखा... मध्यप्रदेश पर्यटन निगम...

विदेशी सैलानियों के लिए बनाई ऑनलाइन हेल्पलाइन

विदेशी सैलानियों के लिए बनाई ऑनलाइन हेल्पलाइन... मदद के लिए ऑनलाइन हेल्पलाइन...

सैलानी में आकार ले रहा है एक और जल-पर्यटन स्थल

सैलानी में आकार ले रहा है एक और जल-पर्यटन स्थल... नया जल पर्यटन स्थल तैयार...

At Sailani, watch Narmada flow by over a cup of coffee

Island Has 19 Cottages For Tourists

At Sailani, watch Narmada flow by over a cup of coffee... Island Has 19 Cottages For Tourists... नर्मदा नदी का किनारे पर्यटन...

A NEW TOURIST CIRCUIT EMERGES IN WESTERN MADHYA PRADESH *Hanuwantiya - Sailani - Maheshwar - Mandu - Ujjain*

◆ D.K.Malviya

The tourists visiting Madhya Pradesh, the very heart of Incredible India, have on offer a blissful sojourn to five places of varied interests in the form of a new tourist circuit. It consists of Hanuwantiya, the water tourism complex near Khandwa, newly developed Sailani island on the Narmada backwaters, renowned religious-cultural place Maheshwar, Mandu, that celebrates the divine romance of Bajbahadur and Rani Roopmati and the great pilgrimage centre Ujjain that has the pride of having one of the twelve Jyotirlingas, Shri Mahakaleshwar enshrined there.



The newly developed Sailani Island is quite close to renowned pilgrimage centre that enshrines another Jyotirlinga Omkareshwar. A tourist visiting Hanuwantiya may add to the thrill by completing the entire new tourist circuit comprising the above places.

You must start from Ujjain, every particle of which is revered as Lord Shiva Himself. Although this is a round-the-year circuit, but during Shravan month of Hindu calendar, a sojourn to Ujjain and Omkareshwar will be added joy and spiritual bliss. Darshan of these Jyotirlingas and performing Abhishek thereof is believed to earn the devotee unperishing religious merit.

Mandu still seems to tell the tale of legendary love of Bajbahadur and Rani Roopmati. The greenery and

surrounding of the place on the banks of Narmada is quite fascinating. The vagabond clouds laden with water float over Mandu that is dotted with palaces and monuments of archaeological importance are a sight for the gods to see. The hearts of the visitors are filled with ethereal joy. In fact, the breathtaking beauty of Mandu defies any description.

Maheshwar, that finds mention in the Ramayana and the Mahabharata as Mahishmati, overlooking the placid Narmada, is a very important place in the circuit. The city with a glorious history is particularly famous due to great ruler of Holkar dynasty Devi Ahilya Bai. She re-defined Good Governance for which she is revered even today. In fact, the locals treat her as a living entity. On every Monday her photograph is taken on a palanquin to the famous Raj



*“My duty is to ensure happiness of my subjects.
I am responsible for everything that I do.
I am trying to do my level best to this end.
I am accountable to the God for whatever I do.
Whatever is with me does not belong to me.
I send it to whosoever it belongs to.
Whatever I take is a debt on me.
I don't know how I would repay it.*

Ahilya Bai's Philosophy

Ahilya Bai was a great ruler who endeared herself to her subjects for her great qualities and pious works for their welfare. His philosophy as a ruler is clear from the following text that is written outside her Kachahari or Court in the Rajwada -

Rajeshwar temple, which she never failed to visit daily all her life. Eleven Akhand Nanda Deepak (eternal lamps) are still alive in this temple.

The historic and majestic Rajwada premises enshrine the Gadi or Seat of Ahilya Bai, her palanquin, heirlinge and the

emblem of the Holdkar dynasty. All these things are well preserved. A Laddu Gopal image of Lord Krishna is enshrined in a gold palanquin. The arms and weapons as well as heritage of the dynasty are very well maintained and exhibited in an attractive way here.

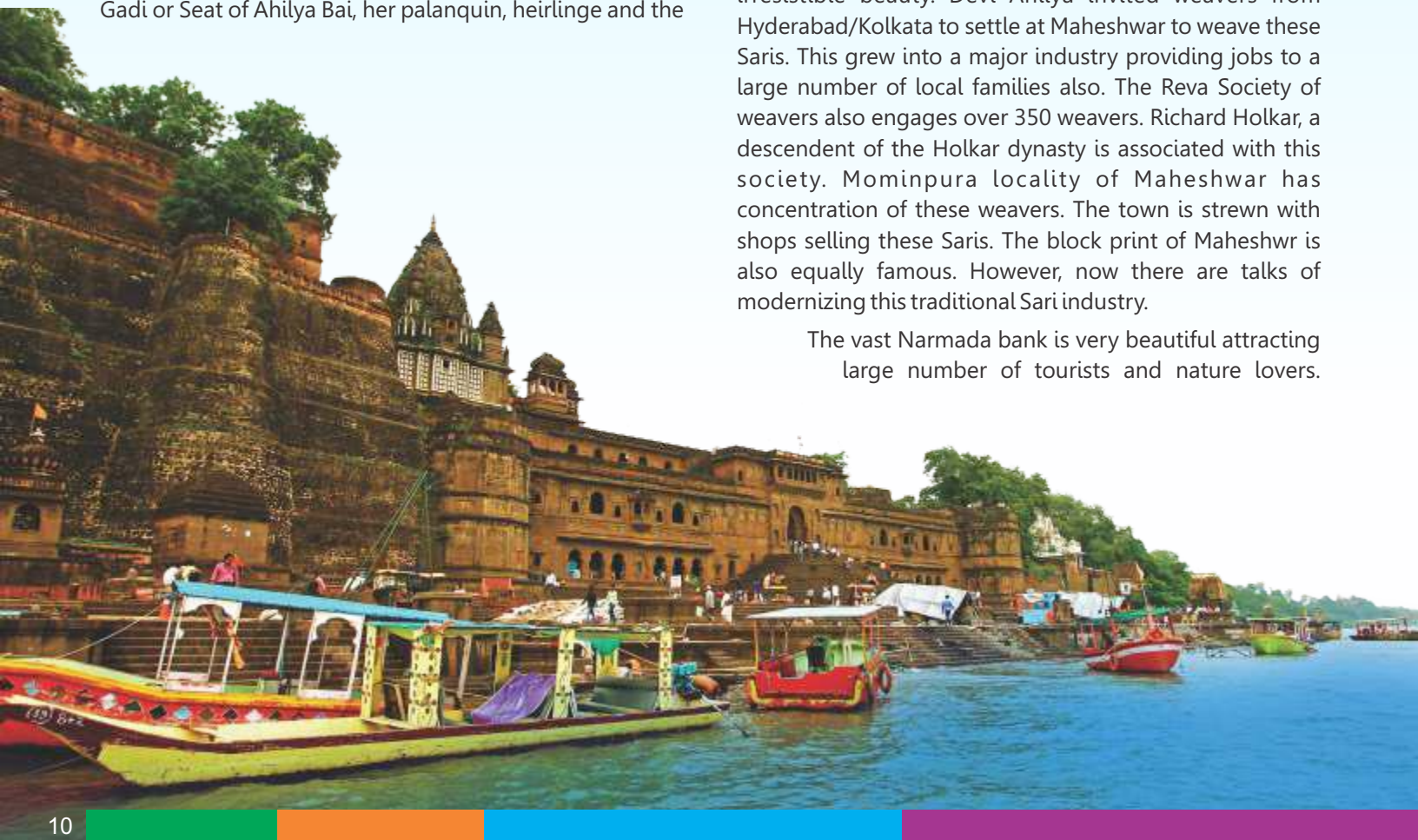
Devi Ahilya Bai built the Rajwada in 1766 and declared Maheshwar the capital of Holkar kingdom. Her husband Khanderao Holkar fell to the battlefield and she wanted to commit Sati, but her father-in-law stopped her and enthroned her. She ruled from 1767 to 1795. A great devotee of Lord Shiva she was the very image of simplicity and probity. Despite being the ruler of such a vast kingdom she lived in a simple house that can hardly be called a palace. She got a line written that reads "This is not a palace but a small house". A vast banyan tree planted in her memory is still there. She was a great builder and is credited with having renovated the Kashi Vishvnath temple at Varanasi.

The beauty of majestic Maheshwar fort and other buildings reflects in the placid waters of Narmada.

Renowned Maheshwari Saris

Any description of Maheshwar is incomplete without mention of the distinct Maheshwari Saris, famous the world over for their matchless workmanship, fabric and irresistible beauty. Devi Ahilya invited weavers from Hyderabad/Kolkata to settle at Maheshwar to weave these Saris. This grew into a major industry providing jobs to a large number of local families also. The Reva Society of weavers also engages over 350 weavers. Richard Holkar, a descendent of the Holkar dynasty is associated with this society. Mominpura locality of Maheshwar has concentration of these weavers. The town is strewn with shops selling these Saris. The block print of Maheshwar is also equally famous. However, now there are talks of modernizing this traditional Sari industry.

The vast Narmada bank is very beautiful attracting large number of tourists and nature lovers.



Maheshwar and Bollywood

The unmatched beauty of Maheshwar has emerged as a favourite location for film makers of Bollywood. A number of movies have been picturized here. Far ago, a film Tulsi was picturized. After that it remained unnoticed but now the Bollywood has got attracted again to this beautiful serene town. Recently films like Ashoka the Great, Yamala Pagala Deewana, Tever, Bajirao Mastani, Mohan Jo Daro, etc were picturized here. Recently shooting of an Akshya starer film completed here.

Nearby exists a water fall called Sahastra Dhara or thousand currents. The water falling from rocks gives a thrill to the visitors. This picturesque place is about 10 km from here.

Maheshwar is, in fact, a spectacular temple town. Besides the famous Raj Rajeshwar Mandir and Kashi Vishwanath Mandir there are hundreds of other temples and hermitages like Shivkoti temple, Sudama Kutii, Ram-Janki Mandir, Pandarinath Ashram, Jay Shriram Kutii and Mauni Baba Ashram in the Sankat Mochan Hanuman temple, to name a few. The Mauni Baba Ashram provides free food and other facilities to the devotees visiting the town, particularly those participating in Narmada Parikrama. The Ashram is run with the support of people from nearby villages. An unbroken chanting of Ram Nam has been going on for last 6 years here.

Maheshwar draws millions of devotees and other visitors from various parts of the country as well as overseas.

Sailani, a matchless water tourism spot

A unique and matchless water tourism spot is fast taking shape near Omkareshwar in Madhya Pradesh. It is being developed on the lines of Hanuwantiya Water Tourism Complex. It offers a number of facilities including boat club, Jalpari, motor boat and rescue boat.



Unique Triveni Museum of Arts, Ujjain

Ujjain, the City Eternal, has got a new attraction for the visitors in the form of International Triveni Museum. "Triveni" is a museum of different art forms pertaining to Shiva, Maa Bhagwati and Shri Krishna, because the pictures, crafts, music, literature and symbols are part of a living tradition and not merely memory and extinct art traditions of the past. A number of craft persons in different states of India are portraying, carving and shaping the narratives in their respective local patterns and modes. All of these are part of our contemporary tradition. Some of the images housed in the museum are as old as 2100 years

The museum depicts the eternal narratives of Shiva, the eternal Adi Purush (primeval man) of Indic knowledge tradition and those of Ma Bhagwati Durga (the substratum energy) and Lord Shri Krishna through contemporary creativity. As it is inherent in the revision that it marks a departure from the existing tradition of expression; however, the basic content of the story will necessarily remain the same. This endeavour will, indeed, be a meaningful enterprise to communicate the valence of the eternal narratives in language and idiom of the contemporary human civilization.

Thus, Katha (story), Akhyayika (short narrative), Akhyanak (legend), Upakhyan (episode), Upkatha (sub-plot) etc are but different presentations of traditional narratives. The objective of all is to inspire society in a lucid language and style to tread the right path.

Presentation of these narratives in contemporary language and idiom helps them travel from generation to generation. Bhas, Kalidas, Bhavbhuti, Rajshekhar, Tulsidas and Maithilisharan Gupta composed great literary works based on the Ramayan. The Krishna-story has been continuously carried to the masses by the Bhagwat. The same is the case with Shiv Purana and Devi Bhagwat.

Depiction and presentation of ancient narratives in paintings, images, literature, coins and photographs is also desirable. There is need to make them into plays, folk dramas, films, documentaries, cartoons and other used in other performing arts. There should be due motivation, publication and publicity to encourage new quality creations based on the narratives. Audio-video mediums should be made use of.

New paintings, images, compositions, dramas- folk dramas should be created and exhibited, to connect them to the contemporary. The myths associated with a place should be re-constructed and presented in the context of that particular place through different mediums. Re-

inclusion of ancient narratives-myths in the syllabi like before helps new generation assimilate them in course of exercise. Similarly, protection and preservation of the heritage of narratives and connecting them to the contemporary may help their continuous preservation.

Then, what are you waiting for? Just pack up and start off on a sojourn to the new tourist circuit in western Madhya Pradesh the memories and thrill of which will always remain with you.



Study Team of Rajasthan Tourism lauds M.P.'s Efforts

Bhopal: A study team of Rajasthan team Tourism visited Madhya Pradesh recently and appraised itself with initiatives and innovations in M.P.'s Tourism sector. The team members were all praise for the efforts made in Madhya Pradesh. They deliberated with Secretary Tourism and Managing Director, M.P. Tourism Board Shri Hari Ranjan Rao on important issues like newly formed Tourism Board, Tourism Cabinet, implementation on new Tourism Policy, steps to encourage investment in Water Tourism. Team led by Director Shri Pradeep Kumar Borar included Additional Director Shri Sanjay Pandey and Pawan Jain.

The study team was informed through presentation that 78 hectare land for 12 units has been allotted for private investment. Land is being provided to investors and

land allocation process is completely transparent. Apprising about establishment of mid- way treat and its operation policy, it was informed that road shows are being organized at various places for investment promotion.

Moreover, information on objectives and working of newly formed Tourism Board under the Chairmanship of Chief Minister, formation of Tourism Cabinet, Investment Promotion Cell, Land Bank, formation of District Tourism Promotion Council in each district, Jal-Mahotsav in Hanuwantiya; Sailani Island Resort developed near Omkareshwar was given to the study team. Director Investment Promotion Shri A.K. Rajoria gave a presentation before the study team. Officers of Tourism Board and Corporation were present on the occasion.

Ample possibilities of tourism development in MP– Union Minister Shri Tomar

Foundation laid of Rs 26 cr worth works under Gwalior Heritage Circuit of "Swadesh Darshan Yojana"

Bhopal : "There are ample possibilities of tourism development in the entire Madhya Pradesh including Gwalior-Chambal region. The need is of government promotion and social conservation. This was said by Union Minister for Panchayati Raj, Rural Development, Drinking Water and Cleanliness Shri Narendra Singh Tomar at the "Paryatan Vimarsh" programme organized by the State Tourism Development Corporation in Gwalior.

Union Minister Shri Narendra Tomar said that the "Swadesh Darshan Yojana" has been launched by the Tourism Ministry of Government of India to encourage tourism in the state and in the country. Through this scheme, all such spots will be marked where tourists from the country and abroad can be attracted. In this chain, Tourism Ministry of the Government of India has approved Rs 99 crores to develop a Heritage Circuit from Morena to Orchha. Out of this works worth Rs 26 crore will be carried out in the Chambal Golden Triangle, the centre of which is Gwalior.

Shri Tomar said that the Chambal region is quite prosperous from heritage point of view. He said that with the development of the new heritage circuit, this region will get a new identity. He told that the work of conserving the places with archaeological importance has been started even before his tenure. In this connection, the heritages in the 350 km area from Morena to Sheopur to Chambal have been conserved in Ramprasad Bismil Museum, the construction of which has been undertaken at a cost of Rs 5 crores. A Shaheed Park is also being constructed in memory of the martyrs of the region at Morena district headquarters.

Presiding over a programme on "Tourism in Madhya Pradesh: Challenges and Possibilities" Rajya Sabha MP Shri Prabhat Jha said that Gwalior region is a very prosperous region from the point of view of tourism and culture.

Urban Development Minister Smt. Maya Singh said that there are many such tourism spots in Madhya Pradesh that can be promoted and popularized in the country and abroad. He said that Hanuvasiya Tapu, situated on the Narmada river, which has been developed on the initiative



"Paryatan Vimarsh" under the aegis of MPSTDC

of Chief Minister Shri Shivraj Singh Chouhan can be called as the Singapore of Madhya Pradesh.

Higher Education Minister Shri Jaibhan Singh Pawaiyya said that Gwalior city is prosperous from the view of tourism and archaeology. Gwalior fort and nearby areas can be developed so as to attract both Indian and foreign tourists.

Tourism Development Corporation Chairman Shri Tapan Bhowmick said that the Corporation is organizing Paryatan Samvad at all the divisional headquarters of the state. In this series, the second programme is being organized at Gwalior divisional headquarters.

Managing Director of the Corporation Hari Ranjan Rao told in detail about the targets and work plan made by the government on the status of tourism in Madhya Pradesh, infrastructure of the state and to develop tourism as a trade. He told that the State Tourism Development Corporation will get proposals of works including souvenir shop, cafeteria, parking, pathway, toilet blocks, sewage treatment plants, drinking water facility, benches, dustbin, solar focus light and beautification at the tourist spots with the support of Ministry of Tourism Government of India.

Laser Show Begins at Panchwati Vatika Bhedaghat

Jabalpur: A Laser and Multimedia Show has begun by M.P. State Tourism Development Corporation at Panchwati Vatika Bhedaghat situated near Jabalpur. About 30 minutes long programme has been prepared in an interesting and fascinating manner. Appreciating the initiative of MPSTDC, Member of Parliament, and Jabalpur Shri Rakesh Singh said that tourists visiting Bhedaghat will come to know about the importance of this place and glory of Maa Narmada.



Shri Singh further stated that tourism development is one of the priorities of the Chief Minister Shri Shivraj Singh Chouhan. Keeping in view the nature, Jabalpur is a tourists' hub. There are waterfalls and marble rocks on the banks of Maa Narmada. We are moving forward with a perception to develop Bhedaghat as a tourism destination. Shri Singh mentioned that there are several places besides shores of Narmada River, which could be developed as tourism sites. Narmada Mahotsav has been started on the bank of Narmada River. Beginning of Laser and multimedia show is a gift for tourists. Bhedaghat to Sagda road is being constructed at a cost of R. 47 Crore. Responsibility of Jabalpur citizens has become more owing to development of Tourism in Bhedaghat besides Jabalpur. A good congenial atmosphere should be made available to the tourists at these places.

Chairmen Nagar Parishad Bhedaghat Smt. Shaila Sunil Jain said that tourists visiting Dhuandhaar waterfall and to enjoy cruise at Bhedaghat are going to be blessed with a new facility.

Collector Shri Mahesh Chandra Choudhary mentioned that tickets for Laser show can be booked online. Executive Engineer (Electricity) of Corporation Shri Sanjay Bhatnagar informed that a sum of Rs.2 crore 25 lakh has been spent on Laser and Multimedia Show.

The colorful and captivating Laser and Multimedia Show has been superbly composed by the Tourism Development Corporation about 30 minutes long programme is comprised of 10 minutes Video presentation, 10 minutes musical fountain, and remaining 10 minutes Laser presentation based on popular songs and films. Renowned Environmentalist, Late Shri Anupam Mishra and Shri Amrit Lal Vegad have contributed in its final script. Popular T.V. serial "Mahabharata fame" Shri Harish Bheemani has given his voice to the Laser show. Other public representatives and audience in large number were present on the occasion.

MPSTDC takes over prestigious hotel in MP capital

Bhopal : The Madhya Pradesh State Tourism Development Corporation (MPSTDC) is now the owner of a hotel earlier managed by the India Tourism Development Corporation and situated within a posh area in the vicinity of this city's exquisite Upper Lake replete with natural beauty.

Official sources said here that a share transfer agreement pertaining to the three-star Hotel Lake View Ashok, spread over approximately 7 acres at Shyamla Hills, was inked today in the national capital in the presence of state Secretary (Tourism) and MPSTDC M.D. Shri Hari Ranjan Rao, Company Secretary Sandesh Yashlawar and the hotel's General Manager Avinash Gajrani. The facility will be rechristened Hotel Lake View by dropping a word.



Earlier taking the initiative, Chief Minister Shri Shivraj Singh Chouhan penned a missive to the Centre in the hotel's context. Mr. Chouhan, Minister of State for Culture and Tourism (Independent Charges) Shri Surendra Patwa and MPSTDC Chairman Shri Tapan Bhowmik extended their best wishes in the wake of today's development.

The hotel boasts four suites, 39 deluxe rooms, a swimming pool, restaurant, etc and there are tremendous possibilities for further construction on the premises. It is believed that the place could eventually go into private players or there could be a public - private collaboration with the objective of better development. The MPSTDC intends to create an ultramodern convention centre besides enhancing the number of suites, rooms, etc. (UNI)



Vindhya Mahotsav becomes heritage identity of Vindhya Chief Minister concludes Vindhya Mahotsav

Rewa: Chief Minister Shri Shivraj Singh Chouhan has said that five-day Vindhya Mahotsava, organised third time in Rewa, which reflects valueless heritage and culture of Vindhya region, has become identity of the area. Rewa and Vindhya have now moved towards the progress. Chief Minister Shri Chouhan was addressing concluding function of Vindhya Mahotsava in huge campus of Engineering College in Rewa. State's public relations and water resources minister and Rewa district in-charge Shri Narottam Mishra and industries and commerce minister Shri Rajendra Shukla and Member of Parliament Shri Janardhan Mishra were present there.

Chief Minister Shri Chouhan said that Rewa and Vindhya have moved on the path of the progress. Incorporating unique culture of Vindhya, heritage and traditions, the Vindhya Mahotsav has taken amazing shape in its third year. It would take the massive shape in the fourth year. He said that there would be no dearth in efforts in development of Rewa and Vindhya. People of Vindhya may get happiness, prosper and establish new dimensions of the progress.

Chief Minister Shri Chouhan said that no son and daughter of the state would be deprived of higher education in absence of money. The expenditure of fee will be borne by the state government and not by parents, in case of scoring 75 percent marks in XII and admission in medical, engineering, IIT, Law college and polytechnic and other vocational education institutes. Provision of Rs 1000 crore has been made in the current budget session for this purpose. The Chief Minister said that public movement would be launched to make Madhya Pradesh addiction-free.

Minister for Commerce- Industry and Mineral Resources Shri Rajendra Shukla mentioned that Vindhya Mahotsav has transfused enthusiasm in Rewa during the last 3 years. Cultural tradition of Vindhya is not only being conserved but enhanced. He hoped that R.K. Auditorium to be built at a cost of Rs. 25 crore in Rewa in the memory of great Cine Artist late Shri Raj Kapoor will be ready for dedication in the next Vindhya Mahotsav. Shri Shukla further said that Vindhya Mahotsav always bring big gifts for Rewa. CM Shri Chouhan released souvenir of Vindhya Mahotsav-2017 in the programme.

Tourism Gallery launch in Rewa

Bhopal: Inaugurating the Tourism Gallery in Rewa Commerce and Industry Minister Shri Rajendra Shukla said that the Vindhya Mahotsava has acquired a separate identity to Rewa not only in Madhya Pradesh but also in the country. Every programme in the Mahotsava got added in the achievements of Rewa. The special achievement in this programme was dedication of the new Collectorate Bhavan. Shri Shukla was addressing the gathering at the inauguration of the Rewa Darshan Tourism Art and Culture Gallery at the Old Collectorate Bhavan.

Industry Minister said that Rewa has abundant possibilities for tourism. Along with Green and Industrial Revolution, now we have to move ahead in the direction of Tourism. He said that global level roads, state-of-the-art buildings and industries are being set up in the district. Work is being undertaken on the airport to link the district with air service. Irrigation resources have been expanded. The work of international level River Front from Rajghat to Vikram bridge on Beehar river will be started shortly. All these reasons have given pace to development. Not only will the completion of these works solve the unemployment problem but also make Rewa prosperous. Expressing joy over the achievement of Rewa city in acquiring the first position at the national level in the direction of cleanliness at the fastest pace Shri Rajendra Shukla said this will boost our spirits.



Mayor Smt. Mamta Gupta said that the form in which the tourism gallery is being presented, will acquire a new identity for Vindhya region. Many more works have to be undertaken in the district in the future which will give Rewa a new identity. He expressed joy over the honour given to Rewa city in the direction of cleanliness. Divisional Commissioner Shri S.K. Pal said that Rewa is naturally abundant.

Collector Shri Rahul Jain said that the tourism gallery developed by District Tourism Development Committee (DTPC) has been started to collect the heritage of Rewa district.

Earlier Industry Minister inaugurated the Tourism Gallery by cutting the ribbon. He reviewed the library made up of pictures of the heritage and tourist spots and released the calendar for the year 2017. Shri Shukla honoured the officers and employees with certificates for their contribution in making the Vindhya Mahotsava a success.

Make Best Efforts Constantly

Awards Honoured to 35 Officers/Employees

Shri Patwa on MPSTDC Foundation Day

Tourism Awards were honoured to 23 officers/employees of the corporation and to 13 agencies besides other employees. Even junior employees of the corporation were honoured with the awards including Best cleaning worker award to Shri Ramakant Karosia of Tourism Village

Shivpuri, Best Peon award to Shri Dammar Bahadur of Tourism Development Corporation-Bhopal, Watchman Shri Puran Singh Ladia of Kshipra Residency Ujjain, Best Gardner award to Shri Ramdas Kachhi, Best kitchen helper award to Shri Munnilal Patel of Khajuraho and Best cook award to Shri J.B. Thakur of Kshipra Residency of Ujjain. Also junior employees of agencies were honoured with the awards including Shri Akash Hansh of Yashodharman Highway Retreat with Best sweeper award, Shri Balchandra Prajapti of Chanderi (Tana Bana) with Best gardener and watchman and security guard, Shri Sanjay Gupta of Parsili resort with Best helper and Best peon, and Shri Suresh Ankil of Winds and Waves-Bhopal with Best cook.



Bhopal: Minister of State for Tourism (Independent Charge) Shri Surendra Patwa said that the work carried out with team spirit by the officers and employees of the State Tourism Development Corporation to scale new heights is praiseworthy. Shri Patwa was honouring the officers-employees with awards for their best work on the occasion of foundation day of the corporation.

Shri Patwa informed that the corporation which was considered to be close down 13 years ago has become a

profit making corporation in the competent leadership of the Chief Minister Shri Shivraj Singh Chouhan. Hard work and excellent performance of the officers and employees have included Madhya Pradesh Tourism Development Corporation in the best corporations of the country. He urged to take resolution to continue best efforts in future using innovations, new thinking, new direction and new techniques for constant progress.

Chairman Madhya Pradesh Tourism Development Corporation Shri Tapan

Bhounik said that even junior employees among the officers-employees are honoured with the 'Tourism Award'. It is a unique initiative. Inviting online applications for the first time by the corporation, the awardees have been selected by the jury with full transparency. Shri Bhounik further mentioned that probably the other states do not have various colours of tourism which Madhya Pradesh has. The state has emerged as the best state in the field of tourism but we should take resolution to bring it to the world tourism map.



MADHYA PRADESH TOURISM BOARD

www.mptourism.com

✉ info@mptourism.com

Tourist Helpline No.
1800 233 7777



Published by : Madhya Pradesh Tourism Board