



अतुल्य! भारत  
Incredible! India

Dekho Apna Desh

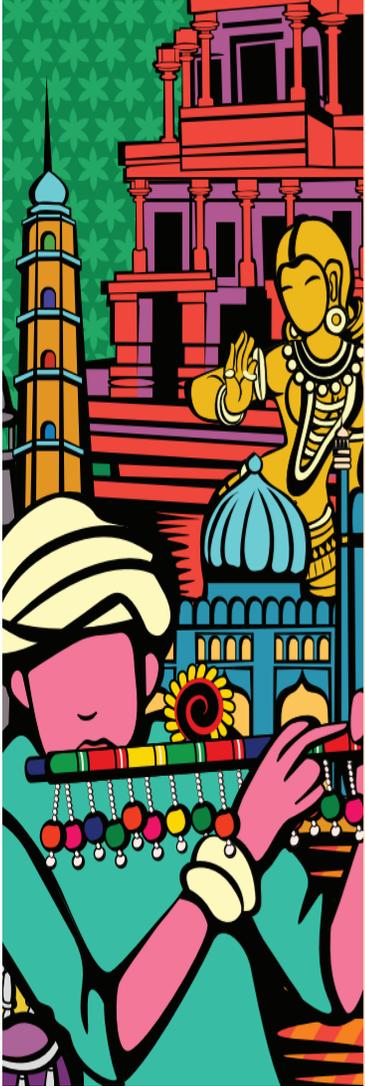
## EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF JANUARY 2021

### EK BHARAT SHRESHTHA BHARAT DOMESTIC TOURISM ROADSHOW IN INDORE

Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
02	Ek Bharat Shreshtha Bharat Domestic Tourism Roadshow	January 2021	Ek Bharat Shreshtha Bharat Domestic Tourism Roadshow in Indore, Madhya Pradesh	<p>India Tourism Mumbai organised the 'Ek Bharat Shreshtha Bharat 'Domestic Tourism Road show in Indore, Madhya Pradesh on 22<sup>nd</sup> January, 2021. Secretary (Tourism), Government of India was the chief guest and inaugurated the event.</p> <p>The road show was organised by Ministry of Tourism through</p>	<b>Madhya Pradesh- Manipur &amp; Nagaland</b>	<b>100</b> participants comprised Tour operators, Travel Agents, Ministry of Tourism officials, State	

			<p>its Regional Office in Mumbai in association with Madhya Pradesh Tourism and Manipur Tourism. Additional Managing Director, Madhya Pradesh Tourism Board; Collector Indore; Additional Commissioner of Indore Municipal Corporation participated along with senior tourism officials from State Tourism Board.</p> <p>The event was also supported by FlyBig Airlines, the newest airlines in the Indian Skies which is much needed regional connectivity to tourism destinations by connecting the tier two cities under RCS-UDAN scheme.</p> <p>For this event, members from Association of Domestic Tour Operators (ADTOI), Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI) from the States of Manipur</p>		Tourism officials etc	
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			<p>(5), Gujarat (10), Maharashtra (4) and 40 members of tourism stakeholders from Indore and various regions of Madhya Pradesh participated in the event.</p> <p>As part of the networking event a market place had been created where in the visiting tour operators from Gujarat, Maharashtra and Manipur as 'Buyers' interacted with their counterparts from Madhya Pradesh as 'Sellers' to showcase the various tourism products of Madhya Pradesh Tourism.</p> <p>Madhya Pradesh tourism hosted a 2 day FAM tour to Mandu and Maheshwar on 23<sup>rd</sup> and 24<sup>th</sup> January, 2021 for the tour operators from Maharashtra, Gujarat and Manipur.</p>			
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Incredible! India



सत्यमेव जयते  
भारत सरकार  
पर्यटन मंत्रालय



भारत सरकार, पर्यटन मंत्रालय  
तथा मध्य प्रदेश पर्यटन के संयुक्त तत्वावधान में आयोजित  
**एक भारत श्रेष्ठ भारत घरेलू पर्यटन रोड शो**

शुक्रवार, 22 जनवरी, 2021 • इंदौर

Ministry of Tourism, Government of India,  
and Madhya Pradesh Tourism jointly present

**EK BHARAT SHRESHTHA BHARAT  
DOMESTIC TOURISM ROADSHOW**

Friday, January 22, 2021 • Indore

Dekho Apna Desh

















## Ministry of Tourism, Government of India Organised 'Ek Bharat Shreshtha Bharat' Domestic Tourism Road show in Indore

**Indore:** Ministry of Tourism, Government of India organised the 'Ek Bharat Shreshtha Bharat' Domestic Tourism Road show in Indore, Madhya Pradesh on 22nd January, 2021. Yogendra Tripathi, Secretary (Tourism), Government of India was the chief guest and

of Indore Municipal Corporation participated along with senior tourism officials from State Tourism Board.

Addressing the participants of the Road show Union Tourism Secretary Yogendra Tripathi emphasised how Domestic Tourism

an element 'Experiential Travel' in their offering to their clients.

The Collector Indore made a presentation on the subject "Swachh Indore" highlighting the journey of how Indore went on to become India's cleanest city and also showcased the tourism po-

much needed regional connectivity to tourism destinations by connecting the tier two cities under RCS-UDAN scheme.

The objective of the Roadshow held at the Sheraton Grand Palace, Indore was to provide the impetus to the domestic travel and

and 40 members of tourism stakeholders from Indore and various regions of Madhya Pradesh participated in the event.

The Tourism sector has been one of the most impacted sectors due to COVID 19 pandemic with no tourism activities in the country for over 6 months. However, as the domestic tourism has started picking up, the road show is aimed to provide an impetus to the sector.

As part of the networking event a market place had been created where in the visiting tour operators from Gujarat, Maharashtra and Manipur as 'Buyers' interacted with their counterparts from Madhya Pradesh as 'Sellers' to showcase the various tourism products of Madhya Pradesh.

Ek Bharat Shreshtha Bharat programme aims to enhance interaction & promote mutual understanding between people of different states/UTs through the concept of state/UT pairing. The states carry out activities to promote a sustained and structured cultural connect in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices, etc.



inaugurated the event.

The road show was organised by Ministry of Tourism through its Regional Office in Mumbai in association with Madhya Pradesh Tourism and Manipur Tourism. Sonia Meena, Additional Managing Director, Madhya Pradesh Tourism Board, Manish Singh, Collector Indore, Krishana Chaitanya, Additional Commissioner

has become the mainstay of India's tourism revival and is gaining focus during the recessionary period. He appealed to the tourism industry stakeholders by stating that to stay relevant during the times when world wide web has taken the main stage, it was necessary for them add value to their packages by bringing in

tential of the Indore.

Sonia Meena, Additional Managing Director, Madhya Pradesh Tourism Board recounted the activities organised by the State under Ek Bharat Shreshtha Bharat engagements.

The event was also supported by FlyBig Airlines, the newest airlines in the Indian Skies which is

event from outside Indore about the tourism potential of Indore and places around Indore.

For this event, members from Association of Domestic Tour Operators (ADTOI), Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI) from the States of Manipur (5), Gujarat (10), Maharashtra (4)

## Voters' Day on Monday

Indore: Like every year National Voters' Day will be observed on 25 January. The programme will start at 10:30 am in hall number 210 at the collector office. The programme will be organised following the guidelines of Corona. Photographed voter ID cards and voters badge will be distributed to new voters above 18 years at the programme.

# INDOR

# With Covid under control, tourism back on track: Union tourism secy

OUR STAFF REPORTER  
Indore

Yogendra Tripathi, Union tourism secretary said that domestic tourism in the country is gradually getting back on track, as Covid-19 pandemic has been brought under control. The inflow of tourists is increasing at the hot tourist destinations like Goa, Himachal Pradesh, Uttarakhand etc. Tripathi was interacting

to media here on Friday night after attending the "Ek Bharat, Shreshtha Bharat" roadshow. Tripathi was the chief guest of the event.

"As the Covid-19 pandemic is now under control in the country and several restrictions have been relaxed, tourism activities are on the rise in Goa, Rajasthan, Uttarakhand, Himachal Pradesh and other states," Tripathi said. "Special circumstances



A delegation of local tour operators led by TK Jose that met Union tourism secretary Yogendra Tripathi.

have arisen across the world because of Covid-19 pandemic. The confidence among tourists is more important than the number of tourists," he said, adding that the government is trying to provide a safe environment for tourists across the country.

This road-show was organised by the ministry of tourism through its regional office, Mumbai, in collaboration with Madhya Pradesh Tourism and Ma-

nipur Tourism. Sonia Meena, additional managing director, Madhya Pradesh Tourism Board and several senior officials of the State Tourism Board were present.

For this event, over 30 members of Association of Domestic Tour Operators (ADTO), Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI) and other stakeholders were present.



## कोविड-19 में भी सबसे सुरक्षित पर्यटन स्थल रहा मप्र : त्रिपाठी

भास्कर संवाददाता | इंदौर

कोरोना की सबसे ज्यादा मार टूरिज्म, ट्रेवल और होटल इंडस्ट्री पर पड़ी है। महीनों तक होटल इंडस्ट्री थमी रही और अब रौनक लौटती दिखाई दे रही है। देशवासी आज भी विदेशों में आने-जाने से बच रहे हैं। ऐसे में जरूरी है कि घरेलू पर्यटन को बढ़ावा दिया जाए। इसी बात को ध्यान में रखकर भारत सरकार पर्यटन मंत्रालय और मध्यप्रदेश पर्यटन के तत्वावधान में एक निजी होटल में एक भारत श्रेष्ठ भारत घरेलू पर्यटन रोड शो में केंद्र सरकार के पर्यटन सचिव योगेंद्र त्रिपाठी ने मुख्य अतिथि के रूप में कही। निजी होटल के जनरल मैनेजर रोहित बाजपाई ने बताया कि महामारी के दौरान पर्यटन और इससे जुड़े तमाम उद्योगों को आर्थिक नुकसान झेलना पड़ा। इन उद्योगों में काम करने वाले कई लोगों को भी मुसीबतों का सामना करना पड़ा। इन सभी के सहयोग और उद्योगों को गति देने के लिए यह आयोजन किया गया।

## 6 MANIPUR

### Manipur team takes part in road show in Indore



By Our Staff Reporter

IMPHAL, Jan 23: Manipur Team participated in 'Ek Bharat Shreshtha Bharat Domestic Road Show' on January 22 at Indore, Madhya Pradesh.

Hanjabam Radhakrishna Sharma, Seven Sisters Holidays; Santosh Shekhar, Shija Tours and Travels; Nivaran Nongmaithem, Khuibo Tours and Travels; Dwijokishore Sharma, Classic Tours and Travels and Amarkumar Tongbram, Imphal walks represented Manipur at the road show.

The road show which was organised by India Tourism Regional Office, Mumbai was graced by Yogendra Tripathi (IAS), secretary, Ministry of Tourism, Government of India.

The roadshow was followed by a familiarisation trip to Maheshwar and Mandu.

It can be mentioned that Manipur is paired with Madhya Pradesh as partner states for mutual promotion of tourism and other interests under the "Ek Bharat Shreshtha Bharat" initiative.



#### Print Media/Magazine coverage:

1. <https://travel.economictimes.indiatimes.com/news/tourism/experiential/add-an-element-of-experience-travel-to-itineraries-to-remain-relevant/80446414>
2. <https://safaripius.co.in/mot-organised-ek-bharat-shreshtha-bharat-domestic-tourism-road-show-in-indore>