

Embassy of India  
Thimphu

Press Release: **Webinar on the promotion of Madhya Pradesh Tourism**

In collaboration with the Madhya Pradesh Tourism Board and the Tourism Council of Bhutan, the Embassy of India, Thimphu hosted a Webinar today to showcase tourism avenues in the heart of Incredible India – magnificent Madhya Pradesh. The Webinar was attended by Shri Sheo Shekhar Shukla, Principal Secretary (Tourism & Culture), State Government of Madhya Pradesh, Dasho Dorji Dhradhul, Director General, Tourism Council of Bhutan (TCB), representatives of the Madhya Pradesh Tourism Board, Ministry of Foreign Affairs & Department of Culture of Bhutan, Royal Institute of Tourism & Hospitality, TCB officials, tour operators & tour guides of Bhutan, Centre for Bhutan Studies, Youth Development Forum and Bhutanese Gen-Next delegates.

2. Speaking at the event, Ambassador Ruchira Kamboj said, “Madhya Pradesh is the heart of India and offers a beautiful mix of nature, heritage, wildlife and spirituality. Madhya Pradesh is also home to three UNESCO World Heritage Sites – namely the sacred Sanchi Stupa, the ancient Bhimbhetka caves and the majestic Khajuraho Temples.” Principal Secretary (Tourism & Culture) delineated the tourism assets of Madhya Pradesh dwelling on the concepts of Sustainable Tourism, Rural Tourism and the unique mix of adventure, culture, heritage, spirituality and wildlife that the State has on offer. Director General, TCB, Bhutan stated that India was the most popular destination for Bhutanese tourists, almost half of them travelled regularly for pilgrimage to Buddhist sites.

3. A number of initiatives emerged out of the discussions during the Webinar including the scheduling of familiarization tours from Bhutan to Madhya Pradesh, Roadshows for the promotion of tourism & cultural elements in both countries and cultural exchange of accomplished personalities in the field of arts, literature and culture. The Embassy of India and Madhya Pradesh Tourism Board will implement these programmes in consultation and collaboration with the Tourism Council of Bhutan.

Thimphu  
29 March 2022



Embassy of India  
Thimphu, Bhutan



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Madhya Pradesh Tourism Board and  
Tourism Council of Bhutan**

**Webinar**

Madhya Pradesh: The heart of Incredible India



29 MARCH 2022



11:00 AM (BTT)