



Award for Best Wildlife and Eco Tourism and Best Tourism Marketing Campaign

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Why in News

Madhya Pradesh Tourism has been awarded as the **Best Wildlife and Ecotourism State and Best State for Tourism Marketing Campaign** at the 7th edition of ITCTA B2B International Tourism Expo & Conclave, 2021 held at Le Meridien Hotel, New Delhi on August 20, 2021

Key Points

- In the award ceremony, Chief Guest Principal Secretary Tourism and Public Relations Shiv Shekhar Shukla presented the awards and started the function with the ceremonial lamp.
- The award for Best Wildlife and Ecotourism was received by Deputy Director, Madhya Pradesh Tourism, Yuvraj Padole and the award for Best Tourism Marketing Campaign was received by Deepika Roy Choudhury, Deputy Director, Madhya Pradesh Tourism.
- It is noteworthy that Madhya Pradesh is full of rich wildlife. It has a forest area of 77,700 square kilometer, with 11 national parks and 24 wildlife sanctuaries with many wildlife hotspots.
- Madhya Pradesh has recently got the status of '**The Leopard State**' and '**Gharial State**' along with '**Tiger State**', which reflects the efforts of wildlife conservation.
- To actively promote state tourism, the tourism department has organized various promotional programs like Orchha Cultural Festival, Mandu Festival, Jal Mahotsav, Go Heritage Run, Cycle Safari and Elephant Safari. It has also organized social media campaigns like Buffer Mein Safar, Intezaar Aapka, Intezaar Khatm hua, Monsoon Magic, Sab Kuch Jo Dil Chahhe etc.
- In this event, Yuvraj Padole also gave a brief presentation on tourism attractions of Madhya Pradesh and initiatives like wildlife safaris, adventure activities, water sports, responsible tourism, wellness and mindful tourism etc.