



Prestigious e4m Golden Mikes Award-2022

Why In News?

- On August 3, 2022, Shiv Shekhar Shukla, Principal Secretary (Tourism and Culture) and Managing Director (Tourism Board), Madhya Pradesh, informed that MP Tourism has received the prestigious e4m Golden Mikes Award-2022 for its wellness radio campaign.

Key Points

- The award was received by Deputy Director Deepika Rai Chaudhary on behalf of the Tourism Department at the 10th edition of the award held at Taj Hotel, Mumbai.
- Principal Secretary Shukla informed that Madhya Pradesh Tourism has received the Bronze Award in the creative category of radio campaign 'Khushiyan Tere Paar Chale'.
- The Golden Mike Award is a major radio advertising award given by The Exchange 4 Media Group. It is given in categories including creativity, promotion, innovation, broadcaster, regional language radio.

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