



# Madhya Pradesh Won Two Awards in the Best Tourism Village Competition of the Ministry of Tourism

## Why In News?

On the occasion of World Tourism Day on September 27, 2023, Madhya Pradesh has again topped and won two awards in the Best Tourism Village competition of the Ministry of Tourism. Villages Madla and Khokhra of the state have been selected as the best tourist villages of 2023.

## Key Points:

- In the felicitation ceremony organized by the Ministry of Tourism at Bharat Mandapam Convention Centre, New Delhi, Madla village of Panna district has been honored in the gold category and Khokhara village of Sidhi district has been honored in the bronze category.
- In the felicitation ceremony, Secretary, Tourism, Government of India, Ms. V. Vidyavati was honored with a certificate. Additional Managing Director Vivek Shrotriya and Director Kaushal Dr. Manoj Kumar Singh received the award on behalf of Madhya Pradesh Tourism Board.
- It is noteworthy that the Best Tourism Village competition was organized by the Ministry of Tourism, Government of India and the Central Nodal Agency for Rural Tourism and Rural Homestay.
- Applications were received from a total of 795 villages from 36 states/union territories in the competition. Out of these, 35 villages were nominated in the gold category. Out of these 35 villages, the top 5 villages were awarded in the gold category, which also includes Madla village of Madhya Pradesh. 10 grams were awarded in silver and 20 grams were awarded in bronze category.
- **Madla of Panna and Khokhra village of Sidhi**
  - Madla village of Panna, situated on the banks of the beautiful Ken River, is also a gate to the Panna Tiger Reserve. Khokhra village of Sidhi is in the buffer zone of Sanjay Dubri Tiger Reserve.
  - Both the villages offer unique rural tourism tours, home-stay experiences, local food, arts and crafts. Rich cultural heritage and natural beauty are the specialties of these villages.
- **Rural Tourism Project of Responsible Tourism Mission**
  - Madhya Pradesh Tourism Board is not only working to increase the tourism potential but is also working to promote balanced and sustainable tourism. This enables socio-economic development and establishes Madhya Pradesh as a destination offering complete tourism experiences.
  - Keeping this objective in mind, the Tourism Board is running the Responsible Tourism Mission, under which the Rural Tourism Project is being implemented.
  - Madhya Pradesh is divided into six major cultural experience regions namely Baghelkhand, Bundelkhand, Chambal, Malwa, Nimar and Mahakaushal due to different cultural and geographical characteristics. Rural tourism projects are being implemented in 100 villages near the popular tourist destinations in these areas.
  - In these villages, local tours, accommodation based on local architecture, non-chemical traditional food, arts and crafts, local tours, comfortable accommodation, local food, local cultural experience and experience of folk songs, folk dances, sports, worship, celebrations and festivals. Work is being done under rural tourism for 6 major components like experience of arts and handicrafts and upgradation of skills of local people as per the need

of tourism. Madla and Khokhra villages are newly developed villages under the Rural Tourism Project.



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