



# 'Jal Mahotsav' gets India's unique Water and Adventure Carnival International Award in Spain

## Why in News

- On January 20, 2022 Madhya Pradesh's annual tourism event 'Jal Mahotsav' has been recognized internationally as India's unique water and adventure carnival in Madrid, Spain. The award has been given in the 26th edition of an active tourism competition organized by FITUR in association with AireLibre magazine.

## Key Points

- This competition was organized to promote development and marketing in the tourism industry. It focuses on promotion of products in adventure tourism, culture, nature, food and beverage, technology development and the environment.
- Principal Secretary Tourism and Managing Director, Madhya Pradesh Tourism Board Shiv Shekhar Shukla said that out of the 100 products displayed in the competition, Madhya Pradesh Tourism's annual promotional event 'Jal Mahotsav' has been awarded as India's unique water and adventure carnival.
- The 'Jal Mahotsav' provides opportunities for adventure activities to sports and nature enthusiasts to feel the joy and thrill.
- The Jal Mahotsav also organizes other exciting activities keeping in mind the adventure sports like hot air ballooning, cycling, cruise boating, water parasailing, paramotoring, island camping, star gazing, bird watching etc.
- It is worth mentioning that Jal Mahotsav has also been awarded the National Tourism Award in the year 2017 by the Ministry of Tourism, Government of India as the Most Unique / Unique Innovative Tourism Product.

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