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## MoU Between Madhya Pradesh Tourism and Culture, French Institute and Alliance France | Madhya Pradesh | 02 May 2022

### Why in News?

- On April 30, 2022, an MoU was signed between The Madhya Pradesh Institute of Tourism and Culture, The French Institute and Alliance France to promote the promotion of artistic exchange and promotion of tourism and cultural activities of the state in France.

### Key Points

- The MoU was signed by S. Viswanathan, Managing Director, Madhya Pradesh Tourism Development Corporation, Emmanuel Lebron Demions, Director, French Embassy in India/French Institute in India (**IFI**) and Dr. Bertha Rathinam, President, Alliance France Bhopal (**AFB**) in the presence of Council General of France Jean-Marc Serre Charlet.
- Under the MoU, tourism and cultural activities will be shared between Madhya Pradesh and France. At the same time, tourists from France will be invited to give information regarding the tourist spots and events of Madhya Pradesh.
- The activities included in the MoU include cultural and artistic exchanges, organizing seminars, conferences, festivals, events, debates, exhibitions, workshops, training, development of festivals and joint events, concerts and screening of films etc.
- The representative team of France was briefed by the Director Viswanathan on the tourist spots of the state, tourism related activities and tourist services and facilities offered by the Corporation and various cultural events organized by the Culture Department of the State every year, such as Khajuraho Dance Festival, Tansen Festival, Gwalior and other events.