



Roadshow in Stockholm | Madhya Pradesh | 11 Mar 2024

Why in News?

Recently, Madhya Pradesh Tourism Board announced its upcoming **roadshow event** tailored for the travel trade industry in **Stockholm, Sweden**.

Key Points

- This exclusive roadshow presents an exceptional opportunity for travel professionals, media, bloggers, and influencers to delve into the diverse tourism landscape of Madhya Pradesh, India, and forge **mutually beneficial partnerships with local tourism authorities**.
- Through this roadshow, **Madhya Pradesh Tourism aims to:**
 - Highlight the **state's key tourism destinations**, including [The United Nations Educational, Scientific and Cultural Organization \(UNESCO\) World Heritage Sites](#) including the [Khajuraho Group of Monuments](#), the [Sanchi Stupa](#), and the [Bhimbetka Rock Shelters](#), [national parks](#), [wildlife sanctuaries](#), **historical landmarks, and vibrant cultural festivals**.
 - Showcase sustainable tourism practices and conservation efforts undertaken by Madhya Pradesh Tourism to **preserve the state's natural and cultural heritage**.
 - Foster partnerships and collaborations between Madhya Pradesh Tourism and **Swedish travel agencies, tour operators, media, and influencers** to promote tourism exchange between the two regions.
 - Provide insights into the unique travel experiences and opportunities available in Madhya Pradesh, such as [wildlife safaris](#), **cultural immersion, adventure tourism, and eco-tourism initiatives**.

Madhya Pradesh Tourism Board (MPTB)

- It was **established in 2017** with an objective to promote tourism in Madhya Pradesh.
- The core objectives of the Board are **development of tourism** with public, private partnership in a sustainable manner, **investor facilitation, skill- development, publicity/promotion of tourist destinations nationally & internationally**, identification and development of tourism infrastructure.

Khajuraho Group of Monuments (1986)

- These temples were built during the **Chandella dynasty**, which reached its pinnacle between 950 and 1050.
- Only 20 temples remain, belonging to two different religions namely-**Hinduism and Jainism**, including the famous Temple of Kandariya decorated with intricately and beautifully carved sculptures.

Rock Shelters of Bhimbetka (2003)

- These shelters are located within the foothills of **Vindhya range**, on the southern edge of the central Indian plateau.
- Unearthed in the form of five clusters of natural rock shelters exhibiting paintings that date back to the **Mesolithic**, and other periods succeeding it.

- The cultural traditions of the inhabitants in surrounding areas are very similar to those displayed in the paintings.

Buddhist Monuments at Sanchi (1989)

- It is the **oldest Buddhist sanctuary** in existence and was a major Buddhist centre in India until the 12th century A.D.
- Consists of monolithic pillars, palaces, temples and monasteries) all in different states of conservation most of which date back to the **2nd and 1st centuries B.C.**

PDF Refernece URL: <https://www.drishtias.com/statepcs/12-03-2024/madhya-pradesh/print>

