



## Jo Aaya, So Wapas Aaya' Wins First Prize at IATO Conference

### Why In News?

Recently, the new TVC 'Jo Aaya, Wo Aaya, Yeh Hai MP Ki Maya' launched by Madhya Pradesh Tourism Board received the first prize in the Digital Media Advertising Grade at the Annual Conference of the Indian Association of Tour Archeologists (IATO) held in Maharashtra.

### Key Points:

- Principal Secretary Tourism and Culture and Managing Director Tourism Board, Shiv Shekhar Shukla said that creative experiments have been done by the Tourism Department with the aim of promoting the beautiful tourist places of the state in the country and abroad. The new TVC depicts tourist destinations and characters through Gond painting.
- The rich tribal art and tourist places of the state have been prominently depicted through a musical story.
- More than 1 crore 30 lakh views have been received from across the country on social media platforms and YouTube. The TVC has received more than 13 lakh 80 thousand views on YouTube page, 55 lakhs on Instagram, 65 lakhs on Facebook, and more than 6 lakh 79 thousand views on Twitter.



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