



GIFLIF Drive In Music Festival Receives WOW Award Asia 2022

Why In News?

- On August 21, 2022, Madhya Pradesh Tourism's **GIFLIF** Drive in Music Festival was awarded the Gold Award of the prestigious **WOW Award Asia 2022**.

Key Points

- **The GIFLIF** Drive in Music Festival was given the award in the Best Covid Safety Event of the Year category.
- The award has been presented at the 13th edition ceremony of WOW Awards Asia 2022 at Jio World Convention Centre Mumbai.
- Principal Secretary Tourism and Culture and Managing Director, Madhya Pradesh Tourism Board Shiv Shekhar Shukla said that this innovation of Madhya Pradesh Tourism has been appreciated internationally. This award will inspire us to innovate more for the audience and tourists.
- The Principal Secretary informed that this was India's first drive-in music festival in the time of COVID-19, in which all the norms of Covid-19 and social distancing were followed.
- It is organised by MP Tourism, Mansarovar Global University and White Walls Media. The festival was organized in collaboration with **GIFLIF** organization while keeping out of the box thinking.
- The comedy and music fest, The Great Indian Film and Literature Festival (**GIFLIF**) took place on March 26 and 27, 2022, at MPT DDX Drive-in-Cinema. Renowned artists and music bands of the country Bombay Bandook, Balli Maran, Char Hazari and Agni had given their performances at the festival.
- **WOW** Awards is Asia's largest business and recognition platform in the experimental marketing, **MICE**, **live** entertainment and wedding industry.

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