

Madhya Pradesh Tourism Board Strengthens Tourism and Cultural Ties with France Through New Collaborative Initiatives

New Initiatives in Language Training, Film Promotion, and Cultural Events Aim to Strengthen Ties and Enrich the French Tourist Experience in Madhya Pradesh

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-- In a significant development for tourism and cultural exchange, the Consul General of France, Mr. Jean Marc Sere-Charlet, met with Ms. Bidisha Mukherjee, Additional Managing Director of the Madhya Pradesh Tourism Board, to discuss strategies for expanding French tourism to the state and promoting cultural exchanges. This collaborative effort aligns with Madhya Pradesh's vision of presenting itself as a "Kaleidoscope of rich cultural experiences" and reinforces its reputation as a "clean, green, and safe destination," especially welcoming for solo women travelers.



Consul General of France, Mr. Jean Marc Sere-Charlet met with the Madhya Pradesh Tourism Board Officials



MPTB & French Consul General discuss collaboration

The meeting, held at the Madhya Pradesh Tourism Board headquarters, included Mr. Gregor Trumel, Director of the French Institute in India and Counsellor for Education, Science, and Culture, as well as representatives from Alliance Française's India network. The delegation discussed initiatives to improve French-speaking services within the state's tourism sector, provide opportunities for cultural performances, and support film tourism in Madhya Pradesh, enhancing its appeal as an offbeat, multi-specialty destination for the French market.

Key areas of collaboration outlined during the meeting include:

Enhanced French Language Training for Guides and Frontline Tourism Staff: Recognizing the importance of accessible communication, Ms. Mukherjee highlighted a joint effort to provide French language training to Madhya Pradesh's guides and front-office personnel. This initiative will now extend to receptionists and other staff in tourism establishments, enriching the experience for French visitors and ensuring they feel comfortable and understood in this "safe destination for travelers." This effort is a further testament to Madhya Pradesh's emphasis on being an inclusive destination.

Film Tourism and Cultural Events: With a focus on showcasing Madhya Pradesh as a filming location, Ms. Mukherjee invited French filmmakers to consider the state for future projects, capitalizing on its iconic sites and distinctive cultural appeal. Both sides discussed opportunities for French and Madhya Pradesh-based artists to participate in major cultural festivals in each other's countries, fostering an exchange that reflects Madhya Pradesh's cultural vibrancy and unique traditions, thus enhancing its reputation as a "Kaleidoscope of rich cultural experiences."

Promotion of Madhya Pradesh Destinations in France: Efforts will be made to highlight Madhya Pradesh's unique attractions and heritage in French tourism circuits, strengthening its visibility as a desirable and safe destination. By elevating its profile in France, Madhya Pradesh Tourism aims



Khajuraho Temples



Sanchi Stupa - a UNESCO World Heritage Site



Jahangir Mahal - Orchha

to attract more French visitors who are captivated by the state's rich history, diverse landscapes, and dynamic arts scene.

This collaboration represents a significant step towards promoting Madhya Pradesh as an inclusive, international destination, accessible and welcoming to French travelers through an immersive cultural exchange. Madhya Pradesh Tourism Board looks forward to building on these initiatives with the French Embassy to position the state as a leading destination for French travelers, where cultural ties can deepen and tourism becomes a conduit for meaningful connections.

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Madhya Pradesh Tourism Board

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