

Madhya Pradesh Eco-Tourism Board partners with ATOAI to strengthen sustainable adventure tourism

The Madhya Pradesh Eco-Tourism Development Board (MPEDB) has entered into a strategic partnership with the Adventure Tour Operators Association of India (ATOAI) to promote sustainable and responsible adventure tourism across Madhya Pradesh. The Memorandum of Understanding (MoU) was signed at Vallabh Bhavan, Bhopal, in the presence of Ashok Barnwal, Additional Chief Secretary (Forest), Government of Madhya Pradesh.

The agreement was formally executed by Dr. (Smt.) Sameeta Rajora, Principal Chief Conservator of Forests, MP Forest Department & CEO, MPEDB, and Nirat Bhatt, Honorary Treasurer, ATOAI, with Yog Chinmoy Dutt, Executive Committee Member and Co-Chair (Western & Central Region), ATOAI, also in attendance.

Under this collaboration, MPEDB and ATOAI will jointly:

- Identify and develop priority adventure tourism projects and budgets
- Provide technical expertise to ensure adherence to national and international safety standards
- Promote capacity-building and training programs for local communities
- Encourage carbon-neutral tourism models
- Mobilize CSR and CER investments to develop eco-friendly infrastructure and support sustainable livelihoods

On the same day, Ashok Barnwal visited the upcoming eco-tourism site at Magarpath, near Kolar Dam in the Ratapani National Park buffer zone, showcasing the state's commitment to developing responsible, community-led tourism initiatives.

Founded in 1994, ATOAI is the national body representing over 700 adventure tour operators across India. The association works closely with governments and industry stakeholders to advance policy frameworks, establish safety and

sustainability benchmarks, and promote India as a premier global adventure tourism destination.

This partnership represents a significant step forward in positioning Madhya Pradesh as a leader in safe, sustainable, and community-focused adventure tourism, contributing to long-term socio-economic benefits for local populations.