

# **Madhya Pradesh Tourism Accelerates Growth with Strategic Investments, PM SHRI Tourism and Helicopter Connectivity**

Aligned with the vision of Hon'ble Prime Minister Narendra Modi for cultural resurgence across the nation, and under the guidance of Hon'ble Chief Minister Mohan Yadav, Madhya Pradesh registered landmark progress in tourism, culture and investment during 2025.

Under the leadership of Shri Dharmendra Bhav Singh Lodhi, Minister of State (Independent Charge) for Tourism, Culture and Religious Trusts & Endowments, and Shri Sheo Shekhar Shukla, Additional Chief Secretary for Tourism, Culture, Home and Religious Trusts & Endowments, and Managing Director of the Madhya Pradesh Tourism Board, the year 2025 emerged as a defining phase of innovation, expansion and investment-driven growth.

## **Strengthening Connectivity & Accessibility**

With the objective of placing Madhya Pradesh prominently on the national and global tourism map, transformative initiatives such as the PM SHRI Tourism Air Service and PM SHRI Tourism Helicopter Service were launched in 2025. These initiatives substantially enhanced connectivity to key tourist destinations, improved ease of travel and unlocked new opportunities for investment and employment across the state.

## **Rural & Community-Based Tourism**

More than 400 homestays were operationalised over the past two years, significantly empowering rural livelihoods. The state has set a forward-looking target of developing 1,000 homestays in the coming period. Platforms such as Regional Tourism Conclaves and the Madhya Pradesh Travel Mart helped attract tourism investment proposals nearing ₹10,000 crore, giving strong momentum to private sector participation.

## **Cultural, Religious & Heritage Tourism**

Major strides were achieved in religious and cultural tourism with the development of Omkareshwar as Advait Lok. Following the installation of the 108-feet statue of Adi Shankaracharya, approvals exceeding ₹2,424 crore were granted for Phase-II of the project.

As a result of sustained efforts across infrastructure, promotion and product development, Madhya Pradesh recorded over 14 crore tourist arrivals in 2024, reflecting an approximate 25 percent growth in footfall.

A new chain of museums is being developed across cities including Ujjain, Bhopal, Gwalior, Sagar, Panna, Jabalpur and Maheshwar, reinforcing conservation and cultural promotion. Initiatives such as Shri Ramchandra Van Gaman Path and Shri Krishna Path have further strengthened the state's religious tourism identity.

### Policy Reforms & Investment Vision

The introduction of Tourism Policy 2025 and Film Tourism Policy 2025 brought enhanced transparency, simplified investment processes and stronger incentives—especially for projects rooted in the culture and heritage of Madhya Pradesh.

### Recognition & Inclusive Growth

In 2025, Madhya Pradesh Tourism received several prestigious national and international awards. Focused initiatives were taken to promote inclusive and safe tourism, with 50,000 women and girls trained across safety, hospitality and tourism-related skills.

With the ambition of raising tourism's contribution to 10 percent of the state GDP, plans are underway to develop 500 new hotels, 20,000 rooms and 500 wayside amenity centres.