

All-women staff to manage MPT hotel in Madhya Pradesh's Pachmarhi

Pachmarhi, Madhya Pradesh's only hill station, is the site of a groundbreaking initiative by the MP Tourism Development Corporation (MPTDC) to empower women. In a first for the country, MPTDC is entrusting the management of Hotel Amaltas to an all-women team. This project, in collaboration with the women's wing of the United Nations, aims to provide employment opportunities for women while promoting safe tourism practices.

An official noted that this will be the first hotel in India entirely run by women. A team of 23 to 24 women, who have undergone extensive training, will manage the property. This initiative not only advances women's empowerment but also underscores the state's commitment to creating a safe and welcoming environment for female travelers.

Women account for about 40 percent of Madhya Pradesh's foreign tourist footfall, making this initiative particularly impactful. The success of this project in Pachmarhi could lead to similar efforts across other hotels in the state, potentially increasing employment for women in the tourism industry and further promoting safety for women.

Principal Secretary (Tourism) Sheo Shekhar Shukla stated, "Our objective is to demonstrate that MP tourism is committed to various social objectives. Amaltas Hotel, operated by MPSTDC in Pachmarhi, will be the first property managed by an all-women team. This milestone project is part of our broader goal to show the world that Madhya Pradesh is a safe destination for women."

Beyond Pachmarhi, Madhya Pradesh Tourism has also introduced innovative employment opportunities in other regions. In Madhai, within the Satpura Tiger Reserve, well-trained women are now working as guides and safari drivers, breaking gender stereotypes and promoting gender equality in the tourism industry.

The success of these initiatives could have a significant impact on the tourism sector. By fostering safe tourism practices and creating employment opportunities for women, Madhya Pradesh Tourism is not only attracting more visitors but also contributing to the broader growth and development of the industry.