

## **Madhya Pradesh and France sign cultural MoU to deepen global tourism links**

In a major step towards international cultural collaboration, Madhya Pradesh has signed a landmark Memorandum of Understanding (MoU) with the French Government and Alliance Française de Bhopal, setting the stage for deeper Indo-French ties in tourism, heritage, and education.

The tripartite MoU, signed at the residence of Chief Minister Dr. Mohan Yadav, brings together Dr. Thierry Mathou, Ambassador of France to India; Sheo Shekhar Shukla, Principal Secretary, Tourism and Culture, Government of Madhya Pradesh; and Akhilesh Verma, President, Alliance Française de Bhopal. The three-year agreement, with a provision for extension, aims to foster cultural diplomacy, mutual promotion, and people-to-people connections.

“This MoU will place Madhya Pradesh on the global map of culture and tourism,” said Chief Minister Dr. Mohan Yadav. He emphasized that the partnership will not only enhance tourism but also promote industrial growth, entrepreneurship, and the state’s traditional arts and crafts. A high-level delegation visit to France is in the works to further solidify these ties.

Ambassador Dr. Thierry Mathou hailed the collaboration as a vital move toward shared priorities in tourism, education, and environmental awareness. “This partnership will create new avenues for cultural exchange and deepen our people-to-people engagement,” he noted.

Key Initiatives Under the MoU Include:

- Annual Indo-French Cultural Calendar with curated events such as festivals, music and dance performances, film screenings, and culinary exhibitions.
- French translations of Madhya Pradesh’s promotional materials for enhanced outreach to European travellers.
- French language and culture training programs for state tourism personnel and guides.

- Academic and cultural exchange programs spotlighting Madhya Pradesh's artists and artisans on the global stage.

This MoU is expected to significantly boost Madhya Pradesh's international visibility, attract more foreign tourists, and cement the state's position as a leading cultural tourism destination in India.