

Terms & Conditions of Familiarization Trip to Madhya Pradesh

Objective

The FAM trips aim to create impactful experiences that will help promote Madhya Pradesh as a premier travel destination. The program is curated for professionals and creators who can amplify the state's unique offerings through their platforms and networks.

Target Participants

FAM trips are open to the following categories of participants:

1. **Tour Operators and Travel Agents** – To explore and package MP as a desirable destination.
2. **Influencers, Bloggers, and Vloggers** – To share real-time experiences and insights about MP through social media and digital channels.
3. **Storytellers and Professional Photographers** – To capture and narrate the visual beauty of MP.
4. **Media Personnel and Journalists** – To publish and broadcast MP's offerings in print, digital, and television media.

Guidelines and Policy

1. Selection of Participants:

- The participants will be carefully selected based on their professional expertise, audience reach, and potential to contribute to promoting Madhya Pradesh.
- Profiles and proposals from participants will be vetted by the Madhya Pradesh Tourism Board (MPTB).
- .

2. Trip Coverage:

- Accommodation, meals, and local transportation within Madhya Pradesh will be covered by Madhya Pradesh Tourism Board (MPTB).
- Travel to and from Madhya Pradesh (only domestic flights)
- **The international roundtrip travel fare/flights to India (any point of entry - Delhi, Mumbai etc.) to be borne by the individual.**

3. Program Structure:

- Customised itineraries will be designed to cover key destinations.

- The focus will be on showcasing MP's cultural, wildlife, spiritual, and culinary tourism.

4. Content Creation and Reporting:

- Participants are expected to document and share their experiences through articles, blogs, social media posts, photos, and videos.

5. Duration & Time

- Duration of the programme will be 05-08 days.
- The FAM trips will be organised in the months of July – October 2025 (Tentatively).

6. Submission:

- Interested candidates are requested to send their interest along with their profile and passport copy to com.bahrain@mea.gov.in by 31st March 2025.