

Meeting with Shri. Sanjay Shukla, Principal Secretary, UADD

A meeting was scheduled with the Principal Secretary, UADD, to discuss Bhopal Branding – ‘**बोपाल ब्रांडिंग**’.

The ‘**बोपाल ब्रांडिंग**’ branding initiative outlines a vision to position Bhopal as a Strategic Capital for Logistics, Tourism, and Innovation. Key focus areas include:

- Capital City Branding: Highlighting Bhopal’s heritage and strategic location.
- Logistics Development: Leveraging connectivity and industrial growth.
- Tourism Growth: Promoting eco-tourism and heritage landmarks.
- Urban Innovation: Advancing sustainable and smart infrastructure.

The aim is to position Bhopal as a leading destination for investors, tourists, and businesses, blending its heritage with modern development.

CREDAI’s “**बोपाल ब्रांडिंग**” Heritage to Horizon Campaign

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