



**THE IDEAL
LEADER
FOR YOUTH**



Brilliance Success Progress

P R O F I L E

B. S. PRASHANTH (BSP)

Managing Director
SafeWheels Group of Companies

*When you employ someone, you give them a livelihood
When you empower someone, you change their life*

Mr B S Prashanth, fondly called as BSP, is an epitome of Empowerment and making a difference in the life of everyone that crosses our path. He is currently the Managing Director of Safe Wheels Group of Companies, which is a trusted name in the Travel and Tourism Industry providing travel solutions since 1999.

Almost 20 years ago, Mr. B. S. Prashanth set his foot into the travel industry with an aim to build a safe taxi company - safe for customers, drivers and the society with the team of well-trained professional drivers to provide the customers a hassle-free travel in a spick and span vehicle. From this humble beginning, **Safe Wheels** scaled new heights with every passing day to be the leading taxi service provider in Mysuru.



After the phenomenal success of Safe Wheels, BSP founded **Spice Trip** and with this, Safe Wheels transformed from being a taxi company to a travel company. Over the years, Safe Wheels and Spice Trip grew in size and scope, growing in repute as one of the most preferred travel agency in Mysuru.



BSP built a strong connect with all travel agents of Mysuru and aggregated everyone under the banner of Mysuru Travels Association (MTA) and served as president of this association for 7 years.

Tourism Vision Group and **Mysuru Tourism Forum** were formed which included the visionaries who could bring in fresh ideas to improve Tourism in Mysuru.

Mysore Travel Mart was an event planned under this banner to promote Mysuru.



BSP went from having a taxi company to a travel agency to a visionary, who focused on the Hospitality and Travel Industry as a whole. BSP moved on towards diversification towards real estate and hence was born Alliance Square and Properties in Mysuru.



In his quest to offer new and better experiences to travelers, in 2017, BSP started **Open Jeep Tours** for the first time in India, where tourists could enjoy the scenic beauty that Mysuru had to offer, the splendor of viewing the popular tourism sights of Mysuru through a different perspective and the joy of experiencing the city from a whole new dimension.



To serve the needs of his corporate customers, BSP started **Centre Stage Events**, through which corporate events were organized seamlessly with integrated solutions. Centre Stage went on to curate important events for Mysuru and successfully brought **Open Street Festival**, **Mysuru Education Fair**, **Mysore Travel Mart**, **Mysore Shopping Festival** and such landmark events to life.



BSP played a vital role in placing Mysuru on world map in bringing world record to Mysuru in Yoga. **Mysuru won the Guinness World Record for Most Number of People Performing Yoga in a Single Venue**, which promoted yoga tourism in Mysuru with an all new vigor.



BSP strongly believes in Holistic Development of Mysuru. He is an advocate of keeping our mysuru clean and put it on the map of india as the cleanest city, which would prompt more footfall of tourists apart from other attractions. In an effort to make our mysuru an ideal for other cities to look up to, he played a vital role in starting the revolutionary NGO - **Let's do it! Mysuru**

This NGO has undertaken many activities namely;

Massive cleanup activities covering the entire city.

Introduction of concept of waste segregation at homes.

Distributing clay Ganesha to people to encourage eco-friendly practices.



Got an opportunity to meet the World Leader, Our Prime Minister Narendra Modi when he came to Mysuru. He appreciated the efforts of our NGO Lets do it Mysuru! which was started in 2012 with the agenda of making Mysuru the Cleanest City of India.



The vision to truly make a difference to Mysore by having a functional airport. BSP, having been part of Mysore Airport Advisory Board, opined that Mysore is missing out on huge potential of tourists because of nonavailability of flights, making the commute a longer process. This encouraged him to strive towards making Mysuru's airport operational.



On the Occasion of World Tourism day 2017, the Best National Tourism Film Award presented by president of India was bagged by Safe Wheels Tours & Travels for "**VISIT MYSURU**" Film, for promoting Mysuru Tourism, which portrays the Heritage and Culture of Mysuru & its tourism.

BSP soon launched his next venture, an app named **Visit Mysuru**, This app helps tourists from across borders to view the highlights, activities, culture, lifestyle and experiences the city had to offer.



Awards & Accolades:

The Best National Tourism Film Award (Special Award) was bagged by Safe Wheels Tours & Travels for "VISIT MYSURU" Film, for promoting Mysuru Tourism.

Received Award at FUCA awards in Kerala, which is a national level platform that honors and showcases creative talents and efforts of professionals, who created waves in national advertising industry.

Awarded for Best Tourism Marketing Initiative by FKCCI Karnataka Tourism Awards.

"Yashaswi Saadhaka" award presented by Kautilya Vidyalaya.

"Kayaka Seva Dhurina" award presented by DMS Chandravana Ashrama.

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Social

Below are the current positions held by BSP in the social circle.

President

Federation of Associations &
Organisations of Mysuru

President

Mysuru District Travel Owners'
Multipurpose Co-operative Society

Founder Director

Karnataka Tourism Society

Member

Mysuru Airport Advisory
Committee

President

Lets do it! Mysuru

**President**

Mysuru Travels Association

Ex Vice-President

Laghu Udyoga Bharathi -
Mysuru Vibhag

Ex President

International Lingayath Youth
Forum - Mysuru Chapter

Vice - Chairman

Bus and Car Operators
Confederation of India (BOCI)

Imm. Past President

SKAL International Mysuru

President

Mysuru District Gymnastics
Association

Vice-President

Karnataka Tourism Forum -
Mysuru Chapter

Honorary President

Mysuru Taxi Owners and
Drivers Association

Treasurer

Mysuru Cricket Club