



“BODHI YATRA”

A Glimpse of Buddhist Heritage Tourism In Uttar Pradesh

Organised By : Tourism Department, Uttar Pradesh

Venue : Ashoka Hotel

Date : 28 June 2024 **Day :** Friday **Time :** 6:00 PM onwards

Proposed Invitees and Participants :

- Ambassadors/High Commissioners and officers from the High Commissions of 28 countries such as Nepal, Bhutan, Myanmar, Thailand, Malaysia, Sri Lanka, Lao PDR, Cambodia, Vietnam, Indonesia, Singapore, Japan, South Korea, Mongolia, United States of America, Oman, United Arab Emirates, Turkmenistan, Kazakhstan, Argentina, Brazil, England, Spain, Netherlands, France, Hungary, Germany, Italy.
- Secretary, Ministry of External Affairs and officers of the Ministry of External Affairs.
- Secretary, Ministry of Tourism and officers of the Ministry of Tourism.
- Secretary, Ministry of Culture and officers of the Ministry of Culture.
- Chief Secretary, Uttar Pradesh.
- Additional Chief Secretary, Infrastructure and Industrial Development Department, Uttar Pradesh.
- Principal Secretary, Tourism and officers of the Tourism Department.
- Officials from the International Buddhist Confederation, Delhi.

- Renowned travel writers and bloggers.
- Representatives of Indian and international chambers of commerce and industry.

Objectives:

- To increase inbound tourism in Uttar Pradesh, a state immensely rich in tourism potential and Buddhist heritage.
- To contribute towards achieving the \$ 1 trillion dollars economy vision of the state through a strengthened tourism ecosystem, by the year 2027.

Outline of the Program:-

Welcome Address
Presentation Session : 20 Minutes
Topic: A detailed presentation on the Buddhist heritage sites, their tourism attractions, traditional arts and crafts, and culture in Uttar Pradesh, along with investment opportunities to promote FDI in the tourism sector, and the benefits and subsidies being provided under the Uttar Pradesh Tourism Policy 2022.
Discussion Session: 45 Minutes
Topic: A detailed discussion on the efforts needed to promote the historical and cultural significance of Buddhist heritage sites in Uttar Pradesh from a tourism perspective and to increase the arrival of foreign/inbound tourists.
Cultural Program : 45 Minutes
Topic: A cultural show on the extraordinary journey of Lord Buddha by artists.
Presenting Mementos
Dinner
