

UP: Experts to discuss Purvanchal's growth story, potential at Times of India conclave

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LUCKNOW: Purvanchal has, for years, been one of Uttar Pradesh's most underdeveloped regions. Notorious for floods, encephalitis, poor health and lack of infrastructure, the region is now witnessing massive changes with better connectivity in the form of the Purvanchal Expressway, the Kushinagar airport, boost to tourism, incentives for industrialisation and access to water.

On Wednesday, The Times of India will be hosting the Destination Uttar Pradesh Conclave in Gorakhpur where experts will discuss the potential of the region and how it has contributed to the growth of the state.

DESTINATION UTTAR PRADESH CONCLAVE

What's in store for the event in Gorakhpur, hosted by The Times of India



Deputy CM
Dinesh Sharma



Health minister
Jai Pratap Singh



Actor & director
Satish Kaushik



Actor
Manoj Tiwari

Inaugural session | Deputy CM Dinesh Sharma and health minister Jai Pratap Singh

Changing face of Purvanchal | **Dr Rajni Kant**, director, ICMR regional centre
Parvez Damania, founder of Damania Airways
Atul Saraf, MD, Aishpra Group
Pankaj Gandhi Jaiswal, policy advisor
Shobhit Mohandas, hotelier

Session on industrial and agri sectors | **Prof Pravin Rana**, BHU
Shashank Mani, Jagriti Yatra
Shailendra Singh, Village Tourism
Abhishek Sanskrit, Mirzapur
Prateek Hira, Tornos
Jyoti Prakash Jaiswal, IIA



Rina Dhaka, designer
Prof Rana PB Singh, BHU
Purna Borah, IAS
Ravi Patodi, IIA

Session on tourism and hospitality sectors | **Dr AK Dwivedi**, NIELIT
Dr DS Chauhan, NABARD
Dr Ram Chet, agricultural scientist
Anupam Deva, IIA
Vaibhav Laddha, LR Home
Asif Khan, Ivory Power Station Contracting
Satish Kaushik, actor and director
Manoj Tiwari, actor
Rakesh Srivastava, folk singer
Kumar Harsh, founder Gorakhpur Literary Festival

Narendra Chauhan
Manoj Mihir, singer

Valedictory session | Chief minister **Yogi Adityanath**

Chief minister Yogi Adityanath will be the chief guest at the event and speak about the development of the region over the past few years. Deputy chief minister Dinesh Sharma will be attending the programme as guest of honour while health minister Jai Pratap Singh will speak as a special guest.

The conclave will see detailed discussions on all aspects that define Purvanchal, spread out over three sessions. The first, on the changing face of Purvanchal, will see discussions on its success saga by Pankaj Gandhi Jaiswal, policy advisor and economist, followed by a discussion on the 'systematic slaying of encephalitis' by Dr Rajni Kant, director of Indian Council of Medical Research Regional Centre, Gorakhpur.

CP Agarwal, chairperson and MD of Gallantt Ispat Ltd, will speak about 'industrial development as future of Purvanchal', followed by a discussion on hospitality by Atul Saraf, managing director of Aishpra Group. Another talk on connectivity will focus on expressways and airports.

The second session will see discussions on five sectors that will drive the growth in the region.

On tourism, a discussion will take place between Pravin Rana, professor of tourism at BHU, Shashank Mani of Jagriti Yatra, Shailendra Singh of Village Tourism, Abhishek Sanskrit of Mirzapur and Tropic of Cancer and Prateek Hira, chairperson of UP Ficci's tourism committee.

On textiles, Padma Shri awardee Dr Rajni Kant will speak on the fabrics of Purvanchal while designer Rina Dhaka will speak on empowerment of women in the sector.

Jyoti Prakash Jaiswal, divisional chairperson of Indian Industries Association, Gorakhpur, will speak on rural entrepreneurship under ODOP and MSME.

On religious tourism, a discussion will take place between Prof Rana PB Singh, profession of cultural geography and heritage studies at BHU, IAS officer Purna Borah, and Prateek Hira. The session will conclude with a talk by Ravi Patodi, chairperson of international affairs committee of IIA in Gorakhpur, on the export potential and trade promotion in Purvanchal.

The third session will see a rich discussion on the potential of the tourism and hospitality sector. Dr AK Dwivedi, executive director of National Institute of Electronics and Information Technology in Gorakhpur will speak about the skilling of Purvanchal's youth. Following his session, Dr DS Chauhan, chief general manager of NABARD, will speak about the agricultural industry in Purvanchal, followed by a session on rice crops by Dr Ram Chet Chaudhary, an agricultural scientist. A lecture on tech-farming and Purvanchal's agro-economy by Anupam Deva, chairperson of IIA Gorakhpur, will follow.

Vaibhav Laddha, director of LR Home and Asif Khan, director of Ivory Power Station Contracting, will speak about the possibility of investments in the region by the diaspora.

Narendra Chauhan will give an insight about the potential of kayaking and canoeing in Purvanchal, followed by a discussion on the talent pool from the region for the entertainment sector by Nirahua and Bhojuri singer Manoj Mihir.