Best time to invest here as state is ambitious for tourism sector, says min

TIMES NEWS NETWORK

Lucknow: Union culture and tourism minister G Kishan Reddy on Friday said that Uttar Pradesh has transformed itself into a 'Uttam State' in the past five years and it was the best time to make investments here.

Speaking at the Global Investors Summit, the minister said, "Backed by its huge potential, UP has big am-

'UP IS GOD'S OWN STATE'

bitions for the tourism sector and it is the best time to make big investments here. I urge all the investors to make the most of the opportunity."

Speaking on the occasion, UP minister for tourism, Jaiveer Singh listed out the key enablers of the sector.

"UP is home to seven tourism circuits and defined heritage arcs while work is on to add 10 more circuits. Home to popular events and festivals, including the Kumbh Mela, Holi, Deva Mela and Taj Mahotsav, new initiatives undertaken by the government like Deepotsava and travel writers conclaves have been a great hit."

He said that extremely attractive capital investment subsidy, interest subsidy, stamp duty exemption and land use conversion and development charges exemptions were be-

BOOSTNG TOURISM IN UP

ing extended to those who are investing in the area. The panelists while presenting their views termed UP as 'God's own state' and praised the efforts of the Yogi government in promoting tourism. Principal secretary, tourism, Mukesh Meshram said that UP is an established heritage and cultural tourism destination and is fast emerging as a destination for wellness, MICE (meetings, incentives, conferences and exhibitions), adventure and ecotourism.

Themed 'Tourism: Leveraging a Cultural Heritage for Modern and Progressive Uttar Pradesh', the session saw participation of Vivek Shukla of Lalit Hospitality Group, G Asok Kumar, director general, National Mission for Clean Ganga, Santosh Kutty of Mahindra Holiday Resorts, ML Srivastava, additional chief secretary, tourism, Sikkim and Soniya Kriplani of Unknown Planet.