

# EaseMyTrip signs MoU with Uttar Pradesh EcoTourism Development Board to boost tourism in state

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Written by [FE Business](#)

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EaseMyTrip.com has signed a Memorandum of Understanding (MoU) with Uttar Pradesh EcoTourism Development Board (UPETDB).

Online travel tech platform EaseMyTrip.com on Monday announced that it has signed a Memorandum of Understanding (MoU) with Uttar Pradesh EcoTourism Development Board (UPETDB) under the Government of Uttar Pradesh, in charge of executing promotional and tourism activities.

The MoU was signed in the presence of UP's Minister of Forest and Environment, Zoological Garden, Climate Change, Arun Kumar Saxena and Minister of Ayush, Food Security, and Drug Administration, Dayashankar Mishra.

The objective of the MoU, the company added, is to foster a strategic partnership aimed at elevating the promotion and development of tourism in Uttar Pradesh. Under this collaboration, EaseMyTrip will actively promote all registered homestays in Uttar Pradesh on its online portal. The brand will also execute a dedicated promotional campaign to position homestays as a distinctive and preferred accommodation option for travellers visiting the state. Additionally, EaseMyTrip will develop educational products related to bird sanctuaries, drawing insights from successful case studies such as Okhla Bird Sanctuary and Bharatpur Bird Sanctuary. "These products will be promoted in schools, colleges, and other institutions through advanced tour guides. These tour guides will have access to training programs which will be officially registered under UPETDB and designed by EaseMyTrip to enhance the tourist experience," it said. EaseMyTrip will also curate and market bespoke tourism packages showcasing Uttar Pradesh's unexplored destinations, cultural experiences, culinary delights, and traditional crafts.

Rikant Pittie, Co-Founder of EaseMyTrip, said, "We are excited to start this new project with the Uttar Pradesh Eco Tourism Development Board (UPETDB). Uttar Pradesh, with its rich history, popularity, and stunning natural beauty, hosts a plethora of underrated and unexplored destinations waiting to be discovered by more people. We are confident that our collaboration with the UPETDB will not only benefit both parties but also contribute significantly to the growth and enhancement of tourism across the state."

Jaiveer Singh, Minister of Tourism & Culture, Govt of Uttar Pradesh, said, "We are excited to partner with EaseMyTrip, a leading online travel tech platform in India. This collaboration leverages their extensive reach and technological expertise to bring greater visibility and accessibility to the diverse and rich eco-tourism offerings of Uttar Pradesh. We are confident that this partnership will drive significant growth and elevate UP as a premier destination for both domestic and international tourists."

Mukesh Kumar Meshram, Senior IAS officer of Uttar Pradesh Cadre and the Principal Secretary, Tourism and Culture Department, Government of Uttar Pradesh & Director General, said, "Uttar Pradesh boasts numerous undiscovered gems awaiting exploration by tourists. Our collaboration with EaseMyTrip aims to enhance the visibility and accessibility of these diverse and rich offerings. This strategic partnership will not only drive significant growth but also position Uttar Pradesh as a preferred destination for travelers."