

UP's focus on Mishrikh to boost tourism

TIMES NEWS NETWORK

Lucknow: After developing key spiritual tourism spots in the state such as Varanasi, Ayodhya, Prayagraj, Chitrakoot and Naimisharanya, the UP govt is now focusing on Mishrikh region which lies between Sitapur and Hardoi and holds deep mythological and religious significance.

An official spokesperson said that the govt has already begun work on developing Mishrikh as a key religious tourism destination.

"The goal is to preserve its spiritual heritage while enhancing tourism infrastructure, making it a major attraction for pilgrims and visitors from across the country and the world," he said.

The state cabinet has approved a major plan to establish Dadhichi Kund as a spiri-



SPIRITUAL HERITAGE TO TURN TOURISM HOTSPOT: The state cabinet has approved a major plan to develop Dadhichi Kund

tual tourism centre. According to popular belief, waters of all sacred pilgrimage sites are present in Dadhichi Kund, which is why the area is called Mishrikh.

The cabinet also approved the transfer of 0.850 hectares of land to the tourism department for development of key

facilities in Mishrikh.

Principal secretary, tourism, Mukesh Meshram said: "Efforts to promote religious tourism in the state are showing great results. Mishrikh will be developed in a well-planned manner, focusing on better infrastructure, improved roads, enhanced tourism

facilities, and the promotion of local culture. The development plan includes restoring ancient temples, identifying archaeological sites, and providing better accommodation for visitors."

He also said that the tourism department's plan includes cleaning and maintaining historic temples and pilgrimage sites, improving lighting, and strengthening security in the area. "Additionally, local artisans and traders will be involved in the development process to help boost their livelihoods and create new economic opportunities in the region," said Meshram.

Mentioning that the govt's vision was not just to develop major cities but also to modernise rural and smaller religious sites, making them more accessible and well-equipped for visitors, Meshram said:

"As part of the Mishrikh development project, the infrastructure will be strengthened, including road widening, improved parking facilities, and the establishment of tourist information centres."

The initiative aims to not only boost religious tourism but also drive economic growth in the region. At the same time, local culture and traditions will be preserved, ensuring that Mishrikh becomes a thriving spiritual and cultural destination in Uttar Pradesh.

Additionally, religious events and fairs in Mishrikh will be expanded to enhance the pilgrim experience. To support local communities, training programs will be introduced, enabling residents to participate in tourism-related businesses and create new employment opportunities.