

# UP shows tourism potential at Bharat Parv

TIMES NEWS NETWORK

**Lucknow/Gujarat:** Uttar Pradesh took centrestage at Bharat Parv 2025 at the Statue of Unity complex on Wednesday with a vibrant showcase of its spiritual, cultural, and tourism heritage. The 15-day national festival, being held from Nov 1 to 15, marks the 150th birth anniversary of Sardar Vallabhbhai Patel and is themed 'Ek Bharat Shreshtha Bharat'.

Chief minister Yogi Adityanath, along with deputy chief

ministers Keshav Prasad Maurya and Brajesh Pathak, Assembly Speaker Satish Mahana, tourism and culture minister Jaiveer Singh, and Jal Shakti minister Swatantra Dev Singh attended the Uttar Pradesh Day celebrations. The leaders paid floral tributes to Sardar Vallabhbhai Patel before inaugurating the state's tourism pavilion.

An official spokesperson said that the Uttar Pradesh Pavilion emerged as a key attraction for visitors, offering a detailed glimpse into the state's di-

verse tourism circuits. Displays highlighted the Spiritual Triangle of Ayodhya, Prayagraj, and Varanasi, the Bundelkhand heritage trail, Kannauj's perfume legacy, and the Buddhist Circuit. The pavilion also featured sections on eco-tourism, rural tourism, cuisine, and wellness, projecting Uttar Pradesh as a multi-dimensional destination.

Tourism and culture minister Jaiveer Singh said the event reflected Prime Minister Narendra Modi's vision of Ek Bharat Shreshtha Bharat. "Ut-

tar Pradesh represents faith, diversity, and tradition. In the first half of 2025, the state recorded over 1 billion tourist visits, including a significant number of international travellers," he said. Singh added that new circuits are being developed in areas such as cuisine, MICE, and medical tourism to expand opportunities.

The pavilion received several distinguished visitors, including Arunachal Pradesh CM Pema Khandu, Meghalaya CM K Sangma, and Gujarat deputy CM Harsh Sanghavi.