

‘MP-UP will promote growth via religious tourism, ODOP’

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Varanasi: Madhya Pradesh chief minister Mohan Yadav on Tuesday said that MP and UP would together script a new model of good governance and religious tourism, drawing inspiration from shared cultural heritage and development initiatives.

Yadav said the two states would explore possibilities of economic growth through religious tourism, one district one product (ODOP) and Geographical Indication (GI) tag products branding, marketing and export.

Inaugurating the MP-UP Cooperation Convention-2026 in Varanasi, Yadav said the event will explore options of developing a mega religious tourism circuit by incorporating sites such as Kashi, Prayagraj, Ayodhya, Mathura, Chitrakoot, Ujjain, and Omkareshwar in the two states.

Ahead of attending the conference, the CM visited Kashi Vishwanath temple and toured the temple corridor.

“Govts of Madhya Pradesh and Uttar Pradesh are embracing the mantra of ‘development with heritage’ and are jointly fostering a shared culture of good governance and religious tourism. This will not only strengthen the ties between the two states but also pave new avenues for public welfare,” Yadav said.

He praised CM Yogi Adi-



MP CM Mohan Yadav during his visit to Varanasi on Tuesday

Yogi to enjoy staging of Vikramaditya's saga

Chief Minister Yogi Adityanath, along with his MP counterpart Mohan Yadav and Union minister Gajendra Singh Shekhawat, will witness ‘Mahanatya Samrat Vikramaditya’ at commencement of a three-day fest at BLW ground on Apr 3. Yadav said on Tuesday that the ‘Mahanatya’ (epic drama) will be staged here to make people aware of Ujjain emperor Vikramaditya’s good governance and love for justice. Hundreds of artists will participate in this presentation by Samrat Vikramaditya Shodh Sansthan. The show will comprise live presentation of ancient art forms and will feature live elephants, horses and camels. ‘Mahanatya Samrat Vikramaditya’ is a grand theatrical production portraying the valour, justice and golden era of the legendary 1st-century BCE Ujjain emperor, often linked with initiating the Vikram Samvat era after defeating Shakas.

Adityanath for establishing a paradigm of good governance in the state by keeping focus on development along with law and order.

In view of preparations for the upcoming Simhashta-2028 in Ujjain, the CM said that the experiences from Varanasi would be highly helpful for the Simhashta. Yadav said that studying the arrangements of the Prayagraj Maha Kumbh 2025 and crowd management model during normal days and special occasions at Kashi Vishwanath Dham will help in

better management of Simhashta Kumbh.

Yadav’s visit saw signing of MoUs between KV Temple Trust and Mahakaleswar Temple Trust as well as between the two states for promotion of ODOP products.

“Kashi is not only among the most sacred places in the world but it is also ‘karmakshetra’ (working field) of PM Modi. His leadership has made India move towards becoming the third largest economy in the world,” said Yadav.