

Lucknow, Kashi to host tour for women entrepreneurs

TIMES NEWS NETWORK

Lucknow: UP tourism on Tuesday announced it would host a three-day familiarisation (FAM) trip for 50 women entrepreneurs and influencers in Lucknow and Varanasi. It aims to showcase the cities through their food, heritage, crafts and local enterprise.



The trip comes soon after Sarnath received Unesco World Heritage recognition, with the Buddhist site forming the centrepiece of the Varanasi leg. The delegation will also explore the city's ghats, temples, historic landmarks and Banarasi textile

clusters.

The Lucknow leg will focus on Awadhi cuisine and craft traditions, highlighting gastronomy as part of the city's cultural identity and a potential driver of longer tourist stays. Officials said the delegation includes women from handloom, chikankari, zardozi, fashion, sustainable design, hospitality, travel, wellness and digital communication. They will interact with weavers, artisans and local businesses.

Tourism and culture minister **Jaiveer Singh** said Sarnath's UNESCO recognition could help draw visitors deeper into the Buddhist circuit and encourage exploration beyond individual monuments.