

UP eyes global collaboration opportunities in Suriname

TIMES NEWS NETWORK

Lucknow: To strengthen international cooperation and enhance the global visibility of Uttar Pradesh as a premier tourism destination, the ambassador of India to Suriname, Subhash P Gupta, visited the directorate of UP Tourism on Monday.

The visit was part of his ongoing engagement with Invest UP, a flagship initiative of the govt of Uttar Pradesh aimed at attracting investments and fostering bilateral partnerships.

It aimed to scale up Uttar Pradesh's broader diplomatic outreach to collaborate with Indian Missions abroad, as the state gears up to host large-scale global events and emerge as a key cultural and spiritual destination on the world stage.

During his interaction with Jaiveer Singh, minister for tourism and culture, detailed discussions were held on the potential of tourism-led economic growth and the possibilities of cultural diplomacy to position

Uttar Pradesh prominently on the global tourism map.

Both sides emphasised the immense potential of Uttar Pradesh's diverse offerings, from spiritual and heritage tourism to eco, rural, and experiential tourism, in attracting international visitors, particularly from Suriname and the wider Caribbean region.

"Uttar Pradesh is a land of timeless cultural herita-

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ge, spiritual significance, and unmatched diversity. The presence of the Indian diaspora in Suriname opens new avenues to promote shared cultural roots through tourism. We look forward to enhanced engagement in the form of knowledge exchange, promotional campaigns, and possible delegation visits," said the minister in an official statement.

Ambassador Gupta acknowledged the rich historical and civilisational ties between India and Suriname and expressed enthusiasm about facilitating cultu-

ral and tourism collaborations.

Principal secretary, tourism, Mukesh Kumar Meshram briefed the Ambassador on the state's comprehensive tourism policies, ongoing branding efforts, and public-private partnerships that are transforming the tourism landscape of Uttar Pradesh.

He also shared ongoing developments in the state's tourism infrastructure, upcoming global events, and investment opportunities in the hospitality sector.

The meeting concluded with a mutual commitment to explore avenues for cultural exchange, targeted promotion of Buddhist and Ramayana-related circuits in Suriname, and active participation of the Indian Mission in creating narratives that connect the diaspora with their ancestral land through tourism.

Neeraj Bora, MLA, Lucknow North, and Eesha Priya, special secretary, tourism, UP, were also present in the meeting.